

VA



U.S. Department of Veterans Affairs

National Cemetery Administration

U.S. DEPARTMENT OF VETERANS AFFAIRS
NATIONAL CEMETERY ADMINISTRATION

2019 NCA MEMORIAL PRODUCTS

Satisfaction Survey

MPS National Report

August 2019

 **VISTRA**

Table of Contents

Executive Summary	4
Introduction.....	5
Report Overview	6
Highlights of Findings	7
Overall Satisfaction Measures and Key Metrics	7
Information & Communication	7
Quality of Products and Services	7
Overall Satisfaction Measures and Key Metrics	8
Satisfaction with Headstone/Marker/Medallion Ordering Process	29
Satisfaction with Information on VA Website	46
Satisfaction with 800 Number Assistance	53
Satisfaction with Quality of Products and Services	63
Satisfaction with Delivery of Headstone, Marker or Medallion	69
Presidential Memorial Certificate (PMC) and Additional Costs	73
Appendix A: Respondent Characteristics	A-1
Appendix B: Methodology and Survey Instruments	B-1
Project Background	B-2
Survey Development	B-3
Sampling	B-4
Mailing Protocol and Schedule	B-5
Toll-Free Assistance Line	B-6
Questionnaire.....	B-9
Appendix C: Users Guide	C-1
Question Numbers	C-2
Stacked Bar Graphs	C-2
Data Tables	C-3
Standard Bar Graphs	C-4
Appendix D: Question Locator	D-1
Questions for All Participants.....	D-2
Questions for Next of Kin (Questions: 1 – 28)	D-3
Questions for Next of Kin (Questions: 29 – 37)	D-4

Table of Contents

Questions for Funeral Directors (Questions: 1 - 22)	D-5
Questions for Funeral Directors (Questions: 23 – 24)	D-6
Appendix E: Response Rates	E-1
National Response Rates.....	E-2
Survey Responses Inclusion	E-4

Executive Summary

SECTION DESCRIPTION

- This section presents a brief introduction to the National Cemetery Administration's 2019 Memorial Products Service Survey of Satisfaction and an overview of the contents of this report.

Executive Summary

Introduction

- This report presents findings from the National Cemetery Administration (NCA) 2019 Memorial Products Service (MPS) Survey of Satisfaction, representing the tenth national administration of the survey. The MPS survey assesses customer satisfaction with products and services provided by MPS and measures process performance. The survey has been conducted annually since 2009.
- The MPS survey was fielded to next of kin from October 15, 2018 to July 2, 2019, and to funeral directors from March 1, 2019 to July 2, 2019.
- Mailing data was extracted from NCA's Automated Monument Application System (AMAS) database and the Burial Operations Support System (BOSS).
- Surveys were mailed to 6,745 next of kin who had ordered an MPS product during the time period of February 1, 2018 through January 31, 2019. Surveys were also mailed to 12,610 funeral directors who had worked with national, state or tribal, or private cemeteries during the designated period of time.
- For the first time since the survey's inception, a quarterly mailing of the next of kin survey was implemented in 2019 rather than one annual mailing as had been previously done. As a result, NCA is surveying next of kin within three to six months of the product order date.
- The 2019 survey was sponsored by NCA's Office of Finance and Planning and conducted by Vistra Communications, LLC (Vistra), a communications strategy and professional solutions firm, under contract VA786-16-D-0173.

Executive Summary

Report Overview

- Survey findings are presented in seven sections in this report. The first section, “Overall Satisfaction Measures and Key Metrics” presents findings from survey items that provide information on next of kin and funeral directors’ overall satisfaction with NCA customer service.
- The remaining sections present survey findings on specific areas of satisfaction for each patron group (next of kin or funeral directors).
- Finally, where applicable, data for questions asked across multiple years are presented, allowing the reader to assess changes in respondent satisfaction over time.
- Five appendices follow the main body of the report. They are:
 - **Appendix A: Respondent Characteristics** – presents self-reported demographic information for next of kin and funeral directors in the respondent sample.
 - **Appendix B: Methodology and Survey Instruments** – describes the methodology used to administer the survey. Copies of the 2019 next of kin and funeral director surveys are also included in this appendix.
 - **Appendix C: Users Guide** – presents an explanation of how to read and interpret the graphs and tables used in the report.
 - **Appendix D: Question Locator** – provides a reference chart that lists each survey item and the corresponding report page number where its survey data can be found.
 - **Appendix E: Response Rates** – presents response rates for the 2019 Memorial Products Service Survey of Satisfaction.

Executive Summary

Highlights of Findings

Overall Satisfaction Measures and Key Metrics

- Overall, 91.1 percent of all respondents (91.3% of next of kin and 90.7% of funeral directors) were very or somewhat satisfied with their experiences with the VA Memorial Products Service products and services.
- 92.8 percent of all respondents (92.6% of next of kin and 93.0% of funeral directors) agreed or strongly agreed the overall quality of the VA headstones, markers, or medallions they received was excellent.
- 93.1 percent of next of kin agreed or strongly agreed that the overall quality of the Presidential Memorial Certificate (PMC) was excellent.
- 92.2 percent of all respondents (92.0% of next of kin and 92.5% of funeral directors) were very or somewhat satisfied with the process used to order headstones, markers, or medallions.

Information & Communication

- 94.0 percent of all respondents (93.8% of next of kin and 94.2% of funeral directors) were very satisfied or somewhat satisfied with the ease of finding the information for which they were looking.

Quality of Products and Services

- 80.6 percent of all respondents (79.7% of next of kin and 81.8% of funeral directors) were very satisfied or somewhat satisfied with the amount of time it takes to receive VA markers, headstones, or medallions.
- 90.6 percent of all respondents (86.8% of next of kin and 92.5% of funeral directors) indicated they were very satisfied or somewhat satisfied with the service received from the NCA customer service representative.

Overall Satisfaction Measures and Key Metrics

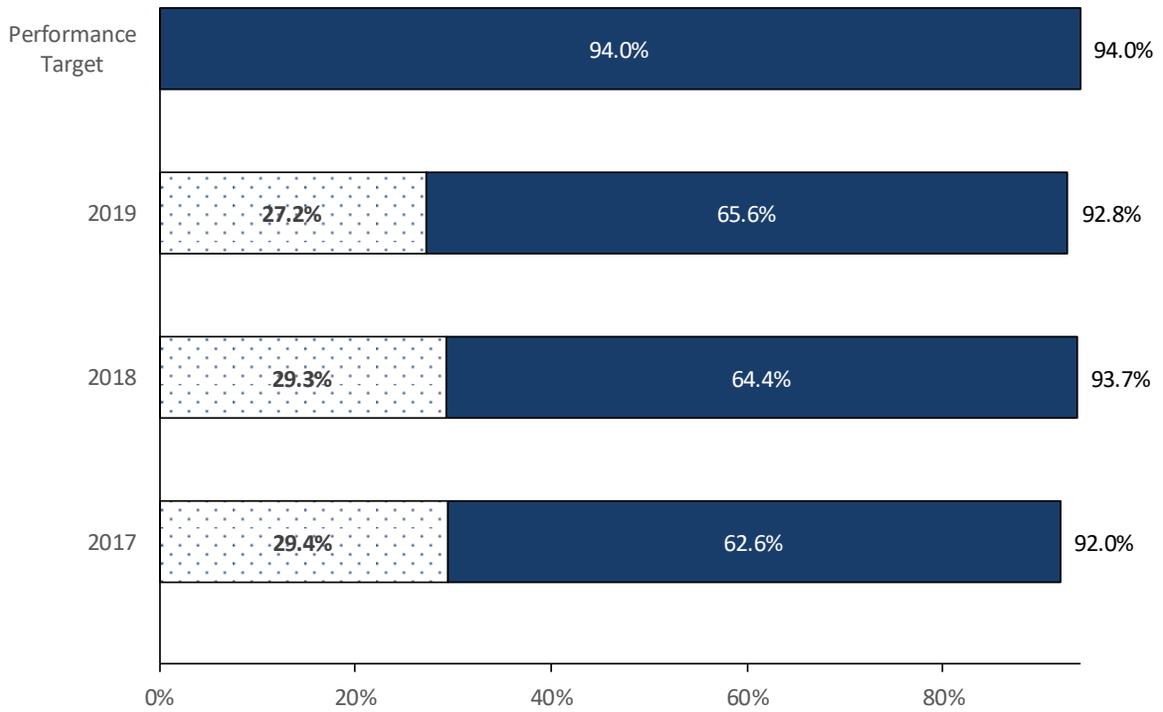
SECTION DESCRIPTION

- This section presents survey findings from next of kin (NoK) and funeral directors (FD) on overall measures of satisfaction and key metrics.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- Due to rounding, some percentages may not sum to 100%.

Overall Satisfaction Measures and Key Metrics

Question 20/21. Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the headstone, marker, or medallion I received from the VA was excellent.

ALL RESPONDENTS



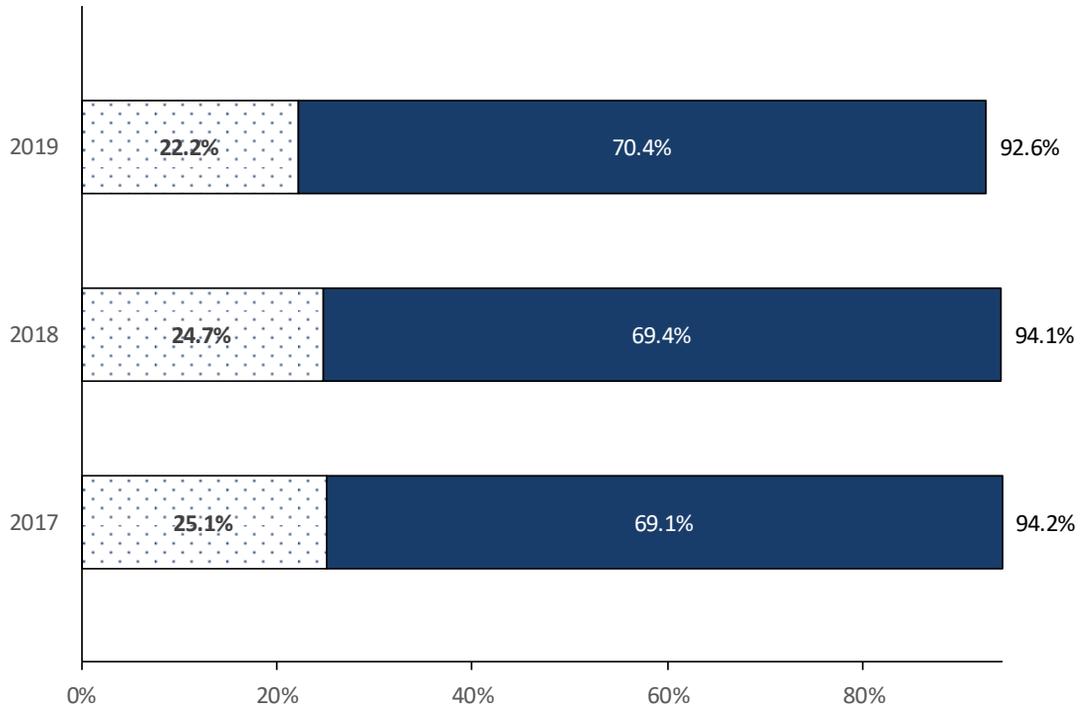
	Year	n	Strongly agree	*Change Score	Agree	Neither / nor	Disagree	Strongly disagree
NCA	2019	4974	65.6%	1.2%	27.2%	5.7%	0.8%	0.7%
	2018	4806	64.4%	1.8%	29.3%	5.1%	0.8%	0.4%
	2017	2467	62.6%	3.4%	29.4%	6.9%	0.7%	0.4%

*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 20/21. Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the headstone, marker, or medallion I received from the VA was excellent.

NEXT OF KIN



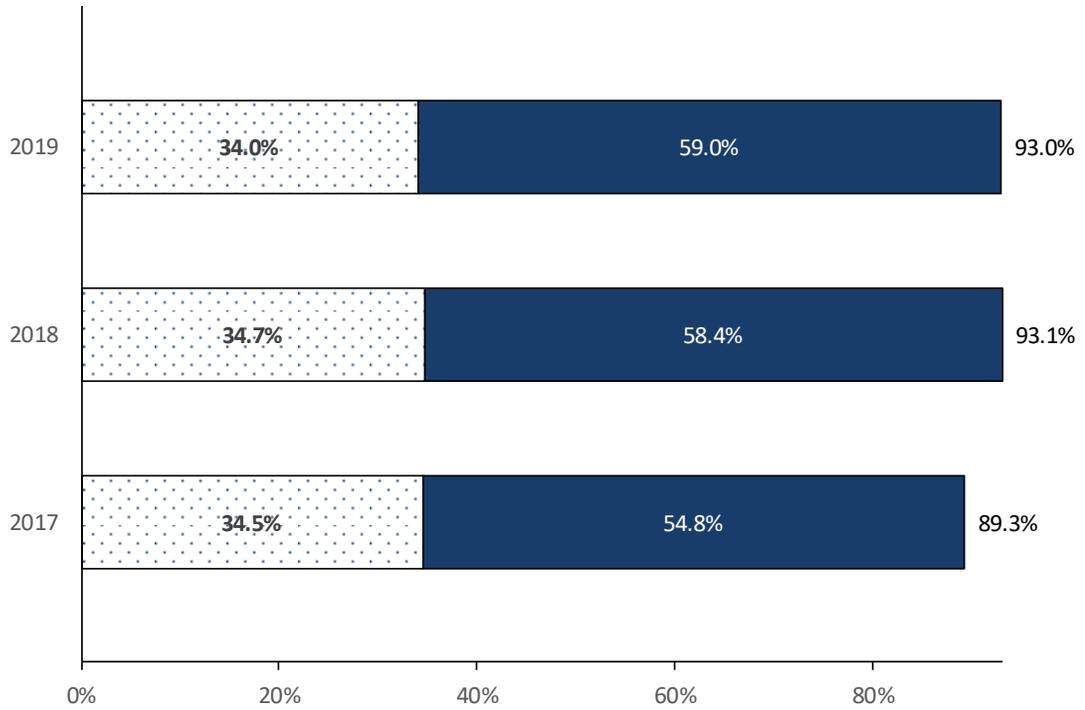
	Year	n	Strongly agree	*Change Score	Agree	Neither / nor	Disagree	Strongly disagree
NEXT OF KIN	2019	2877	70.4%	1.0%	22.2%	4.9%	1.3%	1.2%
	2018	2585	69.4%	0.3%	24.7%	4.0%	1.1%	0.7%
	2017	1344	69.1%	5.2%	25.1%	4.0%	1.0%	0.7%

*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 20/21. Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the headstone, marker, or medallion I received from the VA was excellent.

FUNERAL DIRECTORS



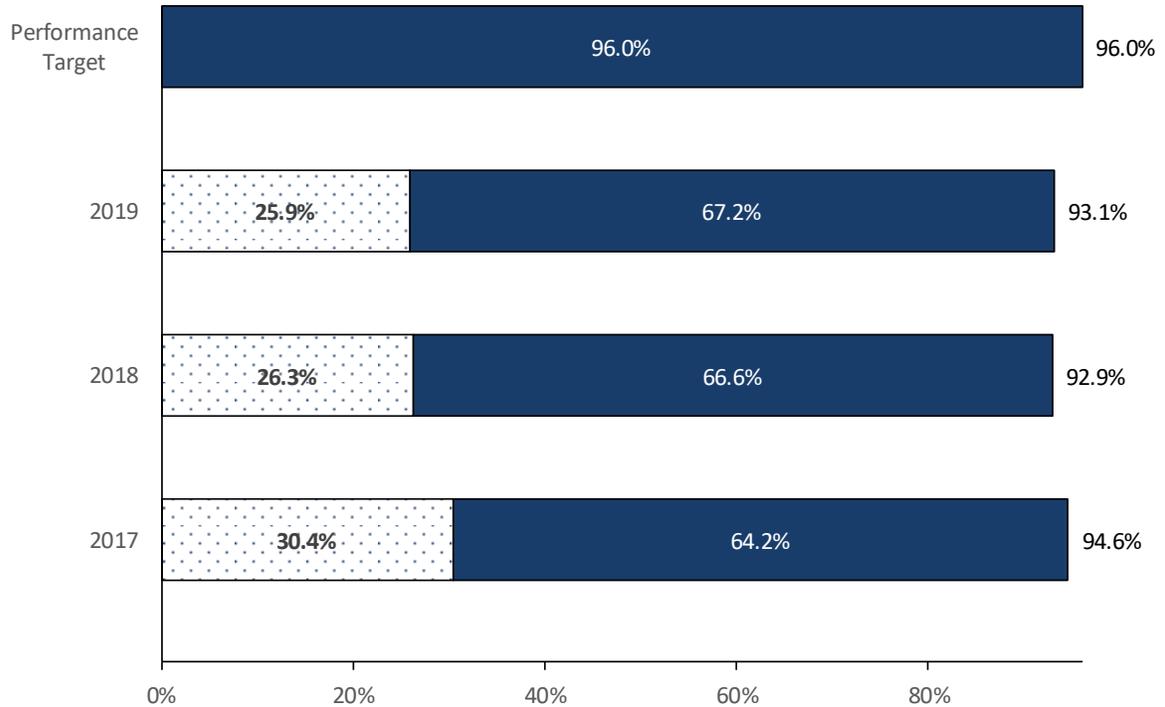
	Year	n	Strongly agree	*Change Score	Agree	Neither / nor	Disagree	Strongly disagree
FUNERAL DIRECTORS	2019	2097	59.0%	0.6%	34.0%	6.7%	0.3%	0.1%
	2018	2221	58.4%	3.6%	34.7%	6.3%	0.5%	0.0%
	2017	1123	54.8%	-0.4%	34.5%	10.2%	0.4%	0.1%

*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 22. Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct spelling, etc.) of the Presidential Memorial Certificate (PMC) I received from the VA was excellent.

NEXT OF KIN



	Year	n	Strongly agree	*Change Score	Agree	Neither / nor	Disagree	Strongly disagree
NEXT OF KIN	2019	1562	67.2%	0.6%	25.9%	4.9%	1.3%	0.8%
	2018	1778	66.6%	2.4%	26.3%	4.9%	1.4%	0.7%
	2017	970	64.2%	5.8%	30.4%	4.6%	0.5%	0.2%

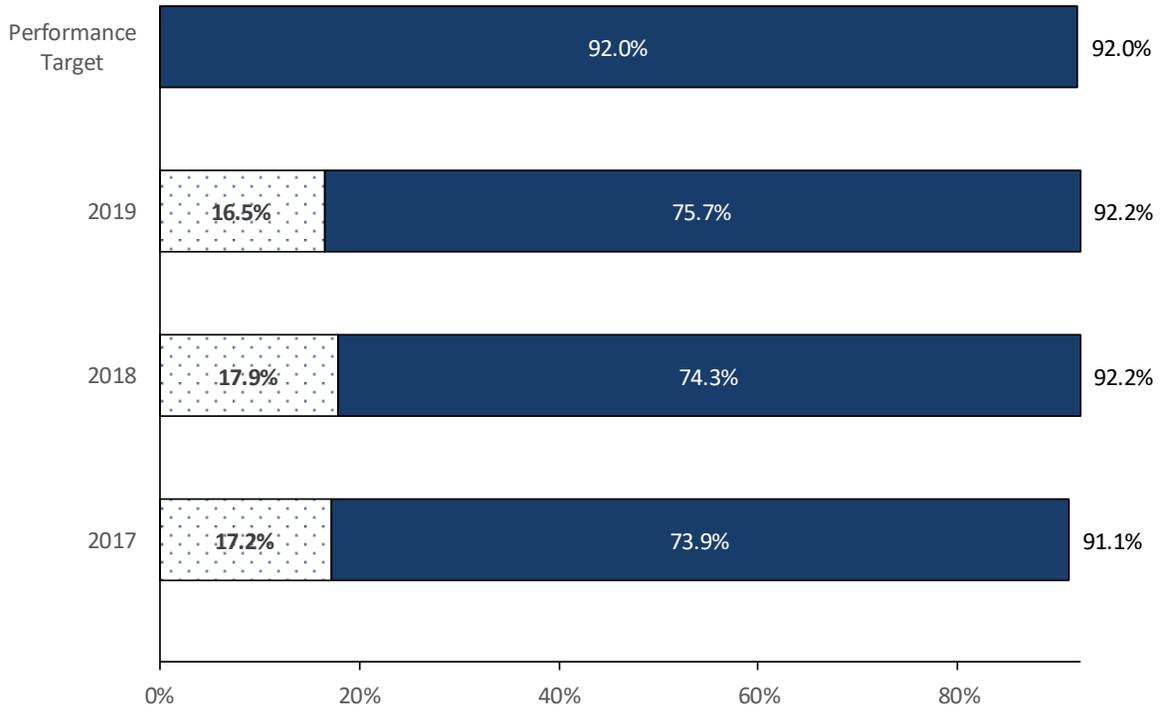
*The change scores represent the difference between the "Strongly agree" categories for the row year and the previous year.

Only respondents that indicated "Yes - Requested and Received" or "Yes - Received but not requested" to Question 21 (NoK) received this question.

Overall Satisfaction Measures and Key Metrics

Question 7/4. How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?

ALL RESPONDENTS



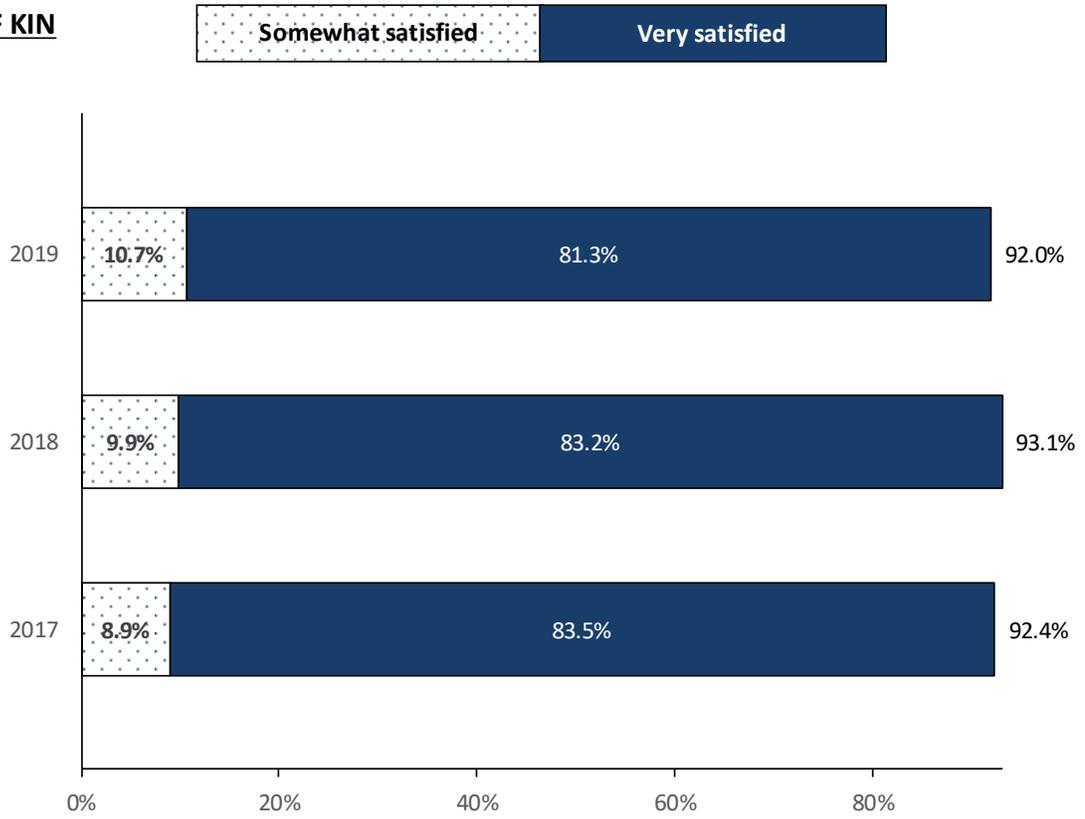
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NCA	2019	5056	75.7%	1.4%	16.5%	4.3%	2.0%	1.5%
	2018	4888	74.3%	0.4%	17.9%	4.8%	2.1%	0.9%
	2017	2485	73.9%	2.1%	17.2%	5.5%	2.3%	1.1%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 7/4. How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?

NEXT OF KIN



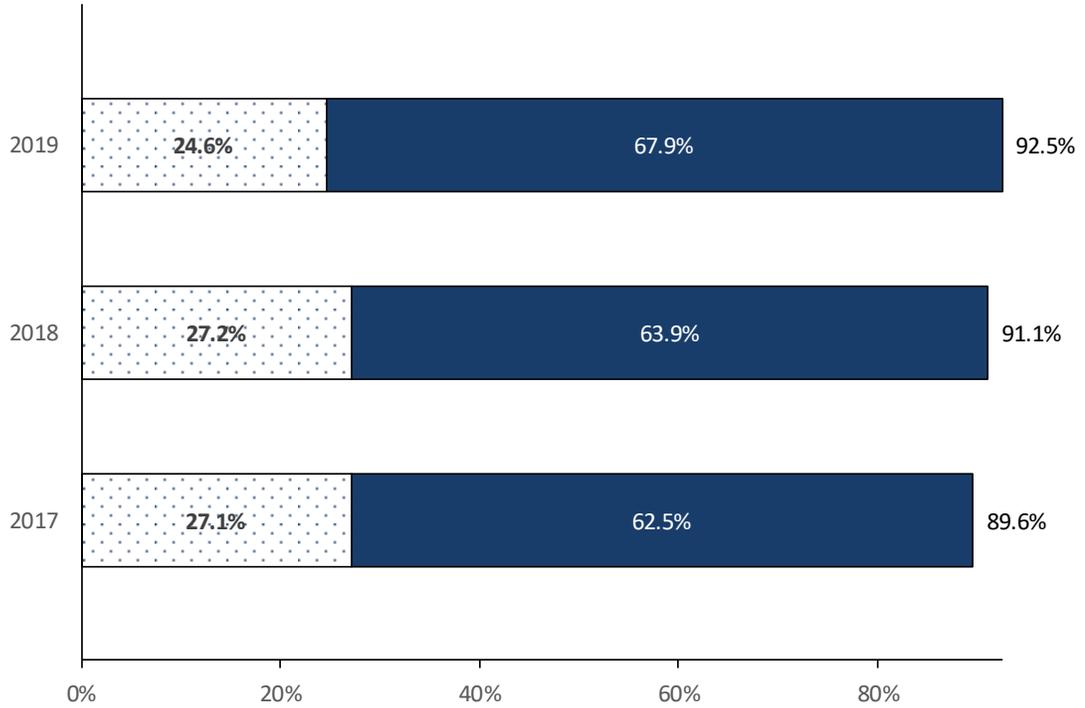
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2019	2932	81.3%	-1.9%	10.7%	3.5%	2.1%	2.4%
	2018	2632	83.2%	-0.3%	9.9%	3.4%	2.1%	1.3%
	2017	1353	83.5%	1.3%	8.9%	3.3%	2.4%	1.8%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 7/4. How satisfied were/are you with the process you used to order the headstone(s), marker(s), or medallion(s)?

FUNERAL DIRECTORS



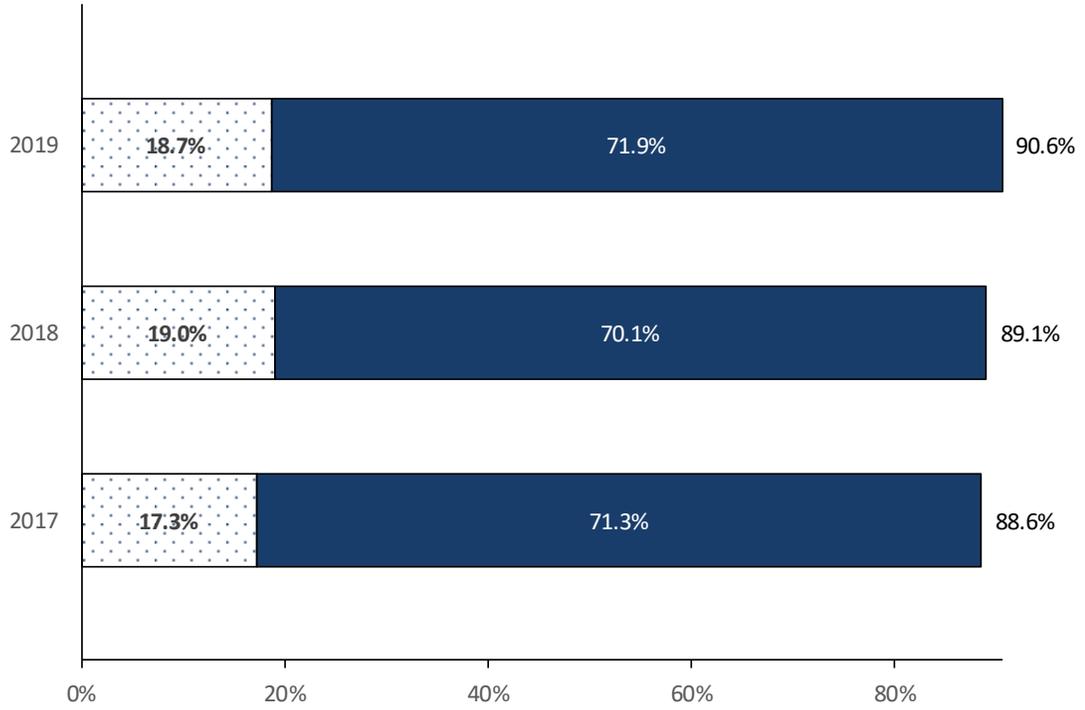
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2019	2124	67.9%	4.0%	24.6%	5.5%	1.8%	0.2%
	2018	2256	63.9%	1.4%	27.2%	6.5%	2.0%	0.4%
	2017	1132	62.5%	-0.6%	27.1%	8.0%	2.2%	0.2%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 11/8. How satisfied were you with the service you received from the NCA Customer Service representative?

ALL RESPONDENTS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NCA	2019	839	71.9%	1.8%	18.7%	5.6%	2.3%	1.5%
	2018	830	70.1%	-1.2%	19.0%	7.0%	2.5%	1.3%
	2017	439	71.3%	2.6%	17.3%	6.6%	3.2%	1.6%

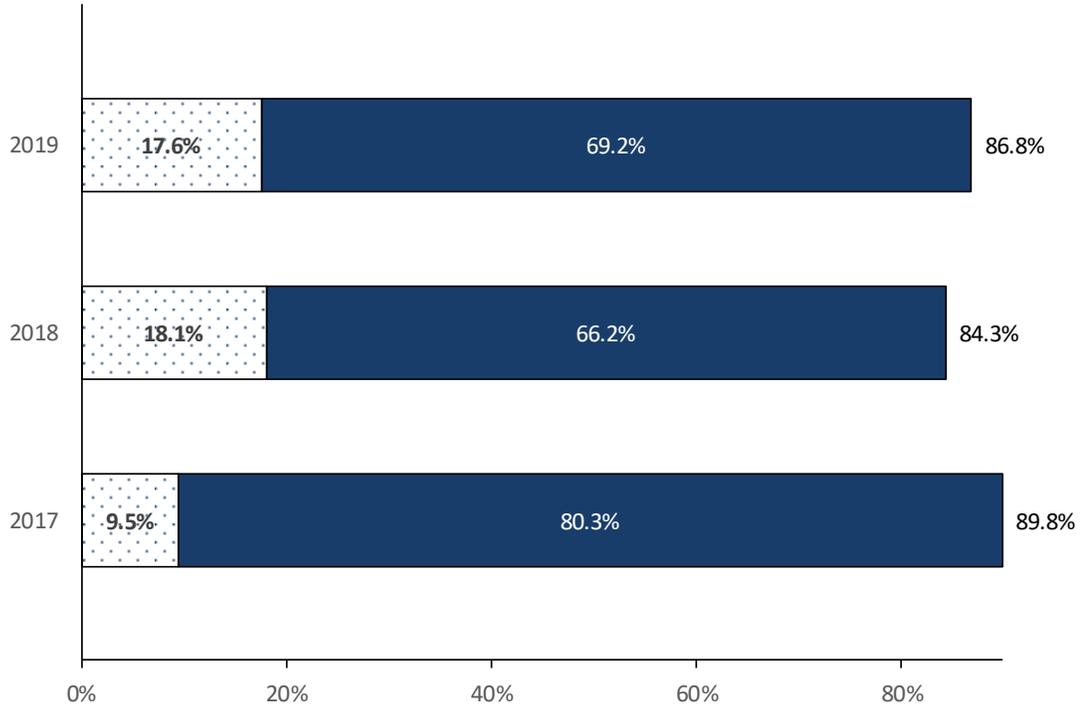
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Overall Satisfaction Measures and Key Metrics

Question 11/8. How satisfied were you with the service you received from the NCA Customer Service representative?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2019	279	69.2%	3.0%	17.6%	7.2%	3.2%	2.9%
	2018	204	66.2%	-14.1%	18.1%	10.3%	4.4%	1.0%
	2017	137	80.3%	12.1%	9.5%	3.6%	4.4%	2.2%

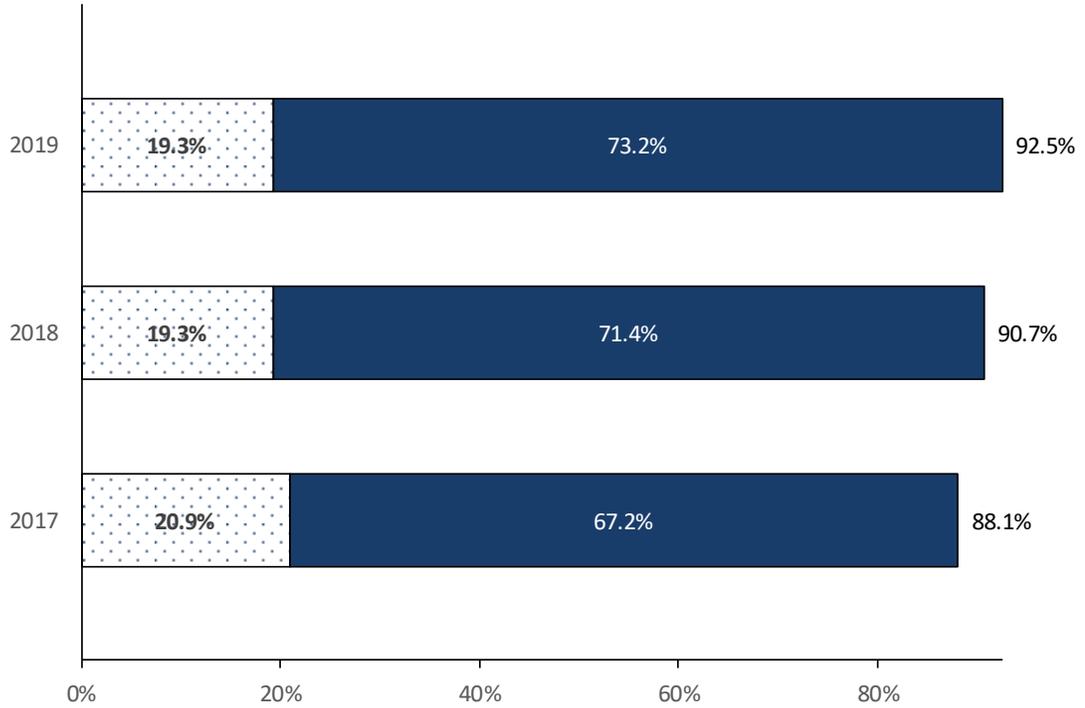
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Overall Satisfaction Measures and Key Metrics

Question 11/8. How satisfied were you with the service you received from the NCA Customer Service representative?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2019	560	73.2%	1.8%	19.3%	4.8%	1.8%	0.9%
	2018	626	71.4%	4.2%	19.3%	5.9%	1.9%	1.4%
	2017	302	67.2%	-1.6%	20.9%	7.9%	2.6%	1.3%

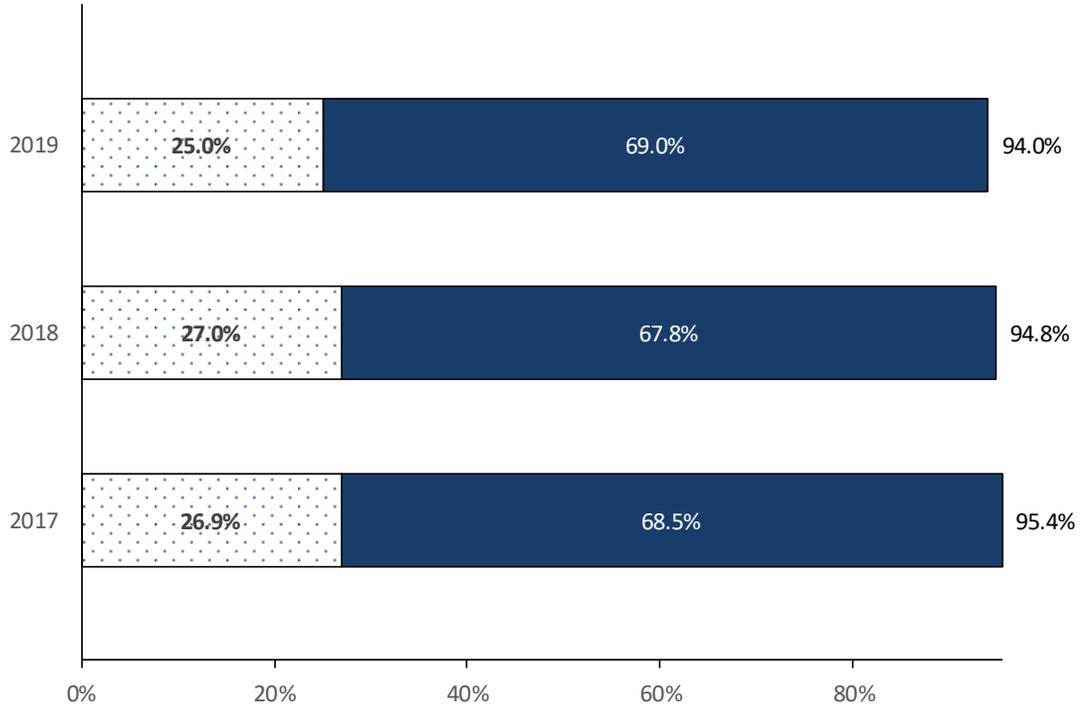
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Overall Satisfaction Measures and Key Metrics

Question 14/11. How satisfied were you with the ease of finding the information you were looking for on VA's website?

ALL RESPONDENTS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NCA	2019	1227	69.0%	1.2%	25.0%	4.6%	1.1%	0.3%
	2018	1174	67.8%	-0.7%	27.0%	3.9%	0.9%	0.3%
	2017	644	68.5%	2.5%	26.9%	4.5%	0.0%	0.2%

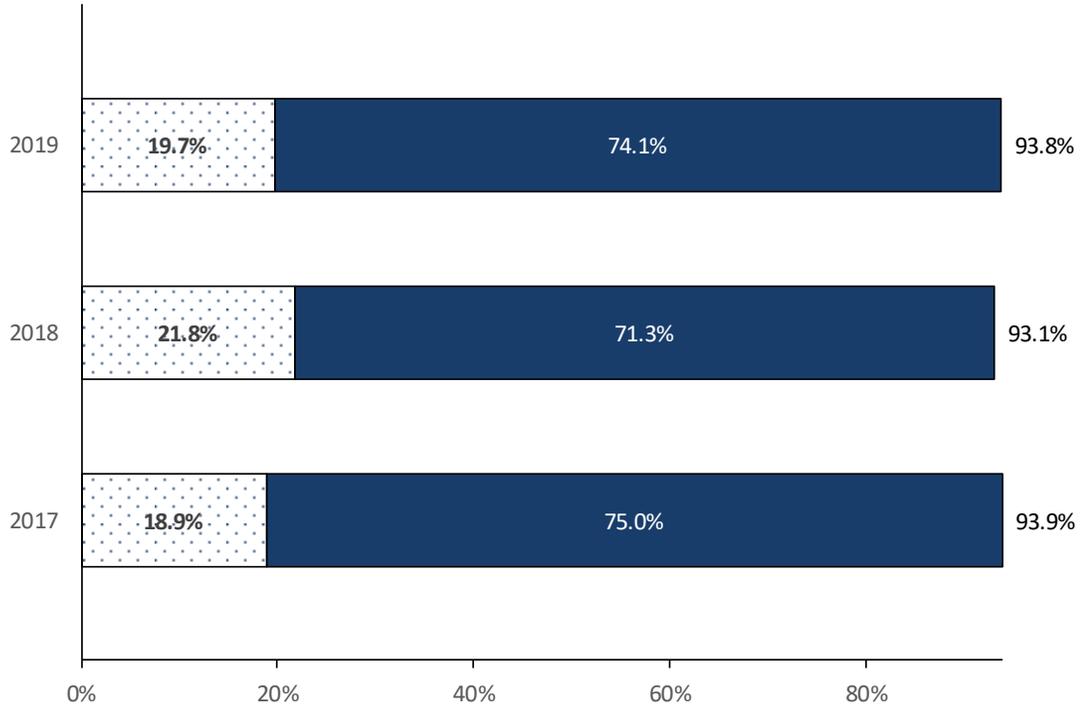
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents that indicated "Yes" to Question 12/9 received this question.

Overall Satisfaction Measures and Key Metrics

Question 14/11. How satisfied were you with the ease of finding the information you were looking for on VA's website?

NEXT OF KIN



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2019	340	74.1%	2.8%	19.7%	4.4%	0.9%	0.9%
	2018	216	71.3%	-3.7%	21.8%	5.6%	0.9%	0.5%
	2017	180	75.0%	10.4%	18.9%	5.6%	0.0%	0.6%

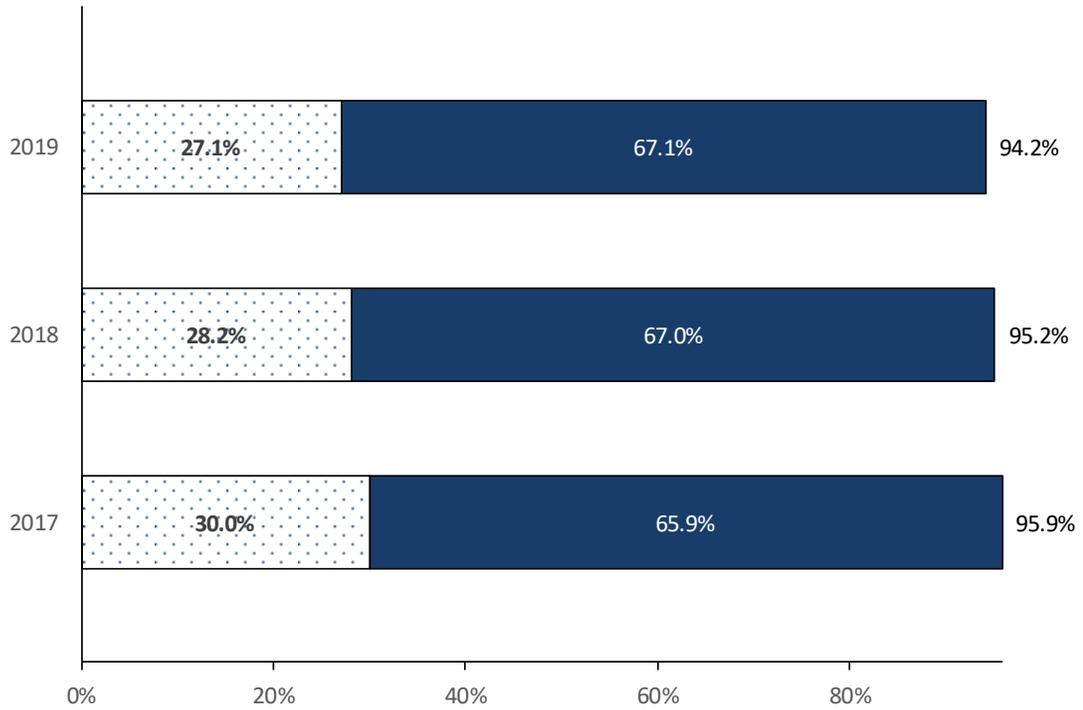
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents that indicated "Yes" to Question 12/9 received this question.

Overall Satisfaction Measures and Key Metrics

Question 14/11. How satisfied were you with the ease of finding the information you were looking for on VA's website?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2019	887	67.1%	0.1%	27.1%	4.6%	1.1%	0.1%
	2018	958	67.0%	1.1%	28.2%	3.5%	0.9%	0.3%
	2017	464	65.9%	-0.5%	30.0%	4.1%	0.0%	0.0%

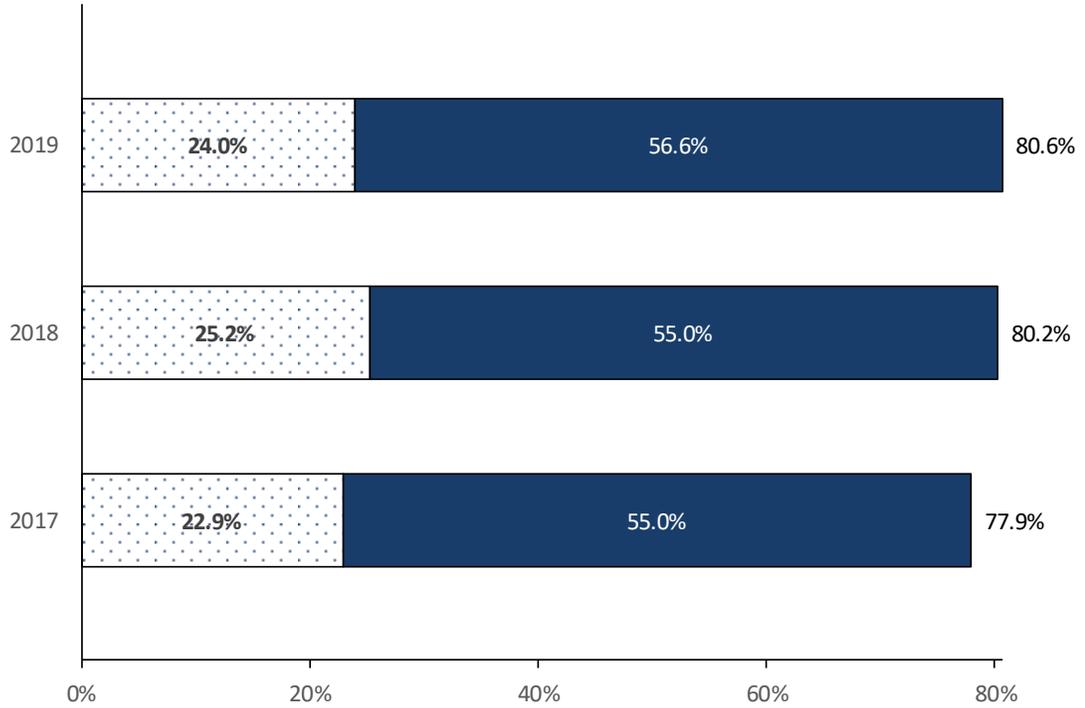
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents that indicated "Yes" to Question 12/9 received this question.

Overall Satisfaction Measures and Key Metrics

Question 18/15. How satisfied were/are you with the amount of time it took/takes to receive the headstone, marker, or medallion/ VA markers?

ALL RESPONDENTS



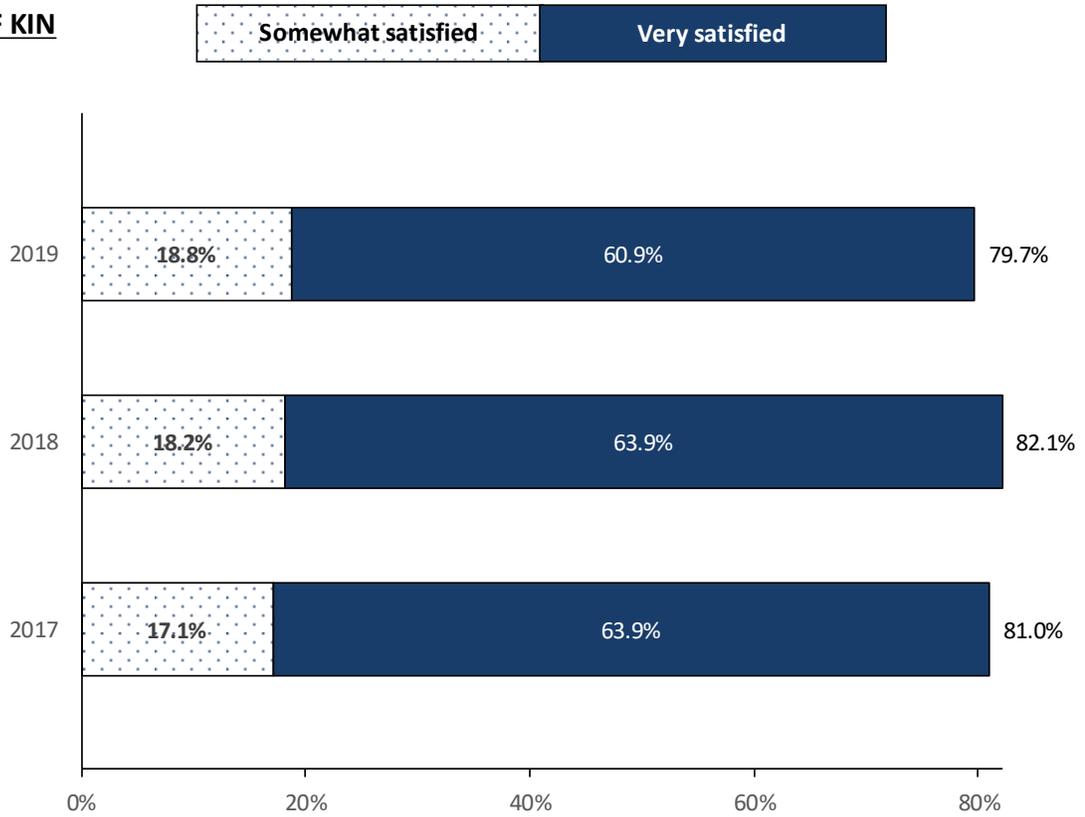
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NCA	2019	5035	56.6%	1.6%	24.0%	12.1%	4.7%	2.7%
	2018	4812	55.0%	0.0%	25.2%	13.5%	4.1%	2.2%
	2017	2473	55.0%	3.3%	22.9%	14.4%	5.5%	2.3%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 18/15. How satisfied were/are you with the amount of time it took/takes to receive the headstone, marker, or medallion/ VA markers?

NEXT OF KIN



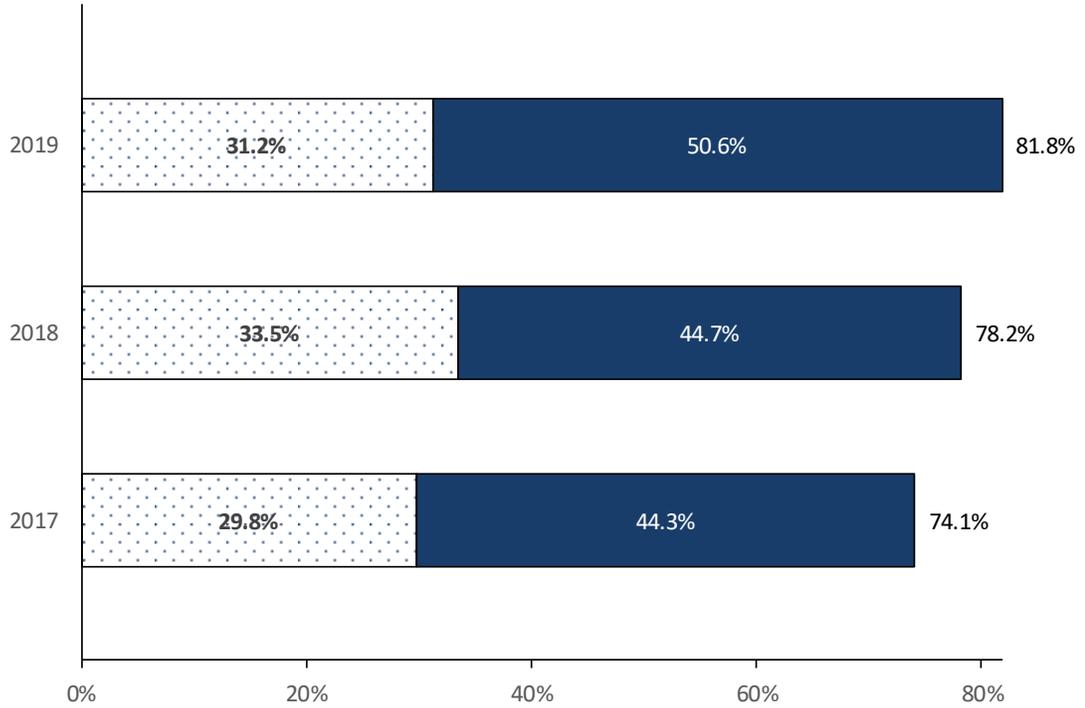
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2019	2922	60.9%	-3.0%	18.8%	10.3%	5.9%	4.1%
	2018	2583	63.9%	0.0%	18.2%	10.1%	4.6%	3.3%
	2017	1347	63.9%	5.0%	17.1%	9.2%	6.5%	3.3%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 18/15. How satisfied were/are you with the amount of time it took/takes to receive the headstone, marker, or medallion/ VA markers?

FUNERAL DIRECTORS



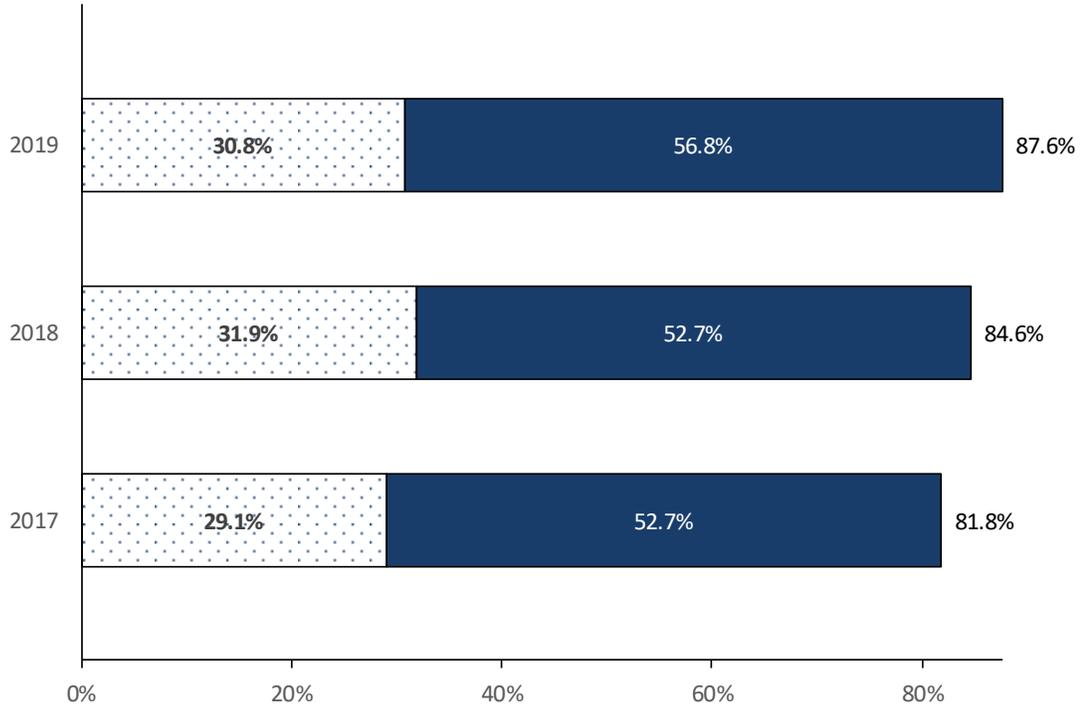
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2019	2113	50.6%	5.9%	31.2%	14.5%	3.0%	0.7%
	2018	2229	44.7%	0.4%	33.5%	17.4%	3.5%	0.9%
	2017	1126	44.3%	-1.4%	29.8%	20.5%	4.4%	1.0%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 19. How satisfied are you with the timeliness in which problems have been corrected?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2019	623	56.8%	4.1%	30.8%	8.0%	2.4%	1.9%
	2018	620	52.7%	0.0%	31.9%	9.7%	3.4%	2.3%
	2017	313	52.7%	-3.1%	29.1%	11.2%	5.1%	1.9%

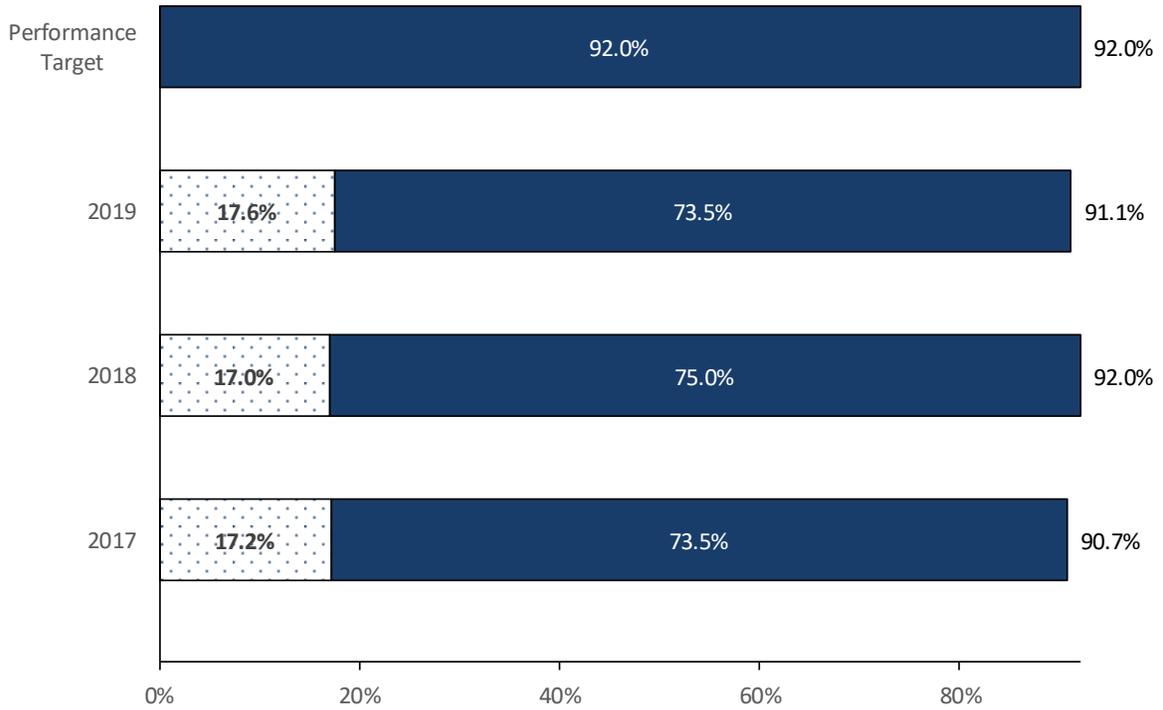
*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Only respondents that indicated "Yes" to Question 16 (FD) received this question.

Overall Satisfaction Measures and Key Metrics

Question 23/25. Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

ALL RESPONDENTS



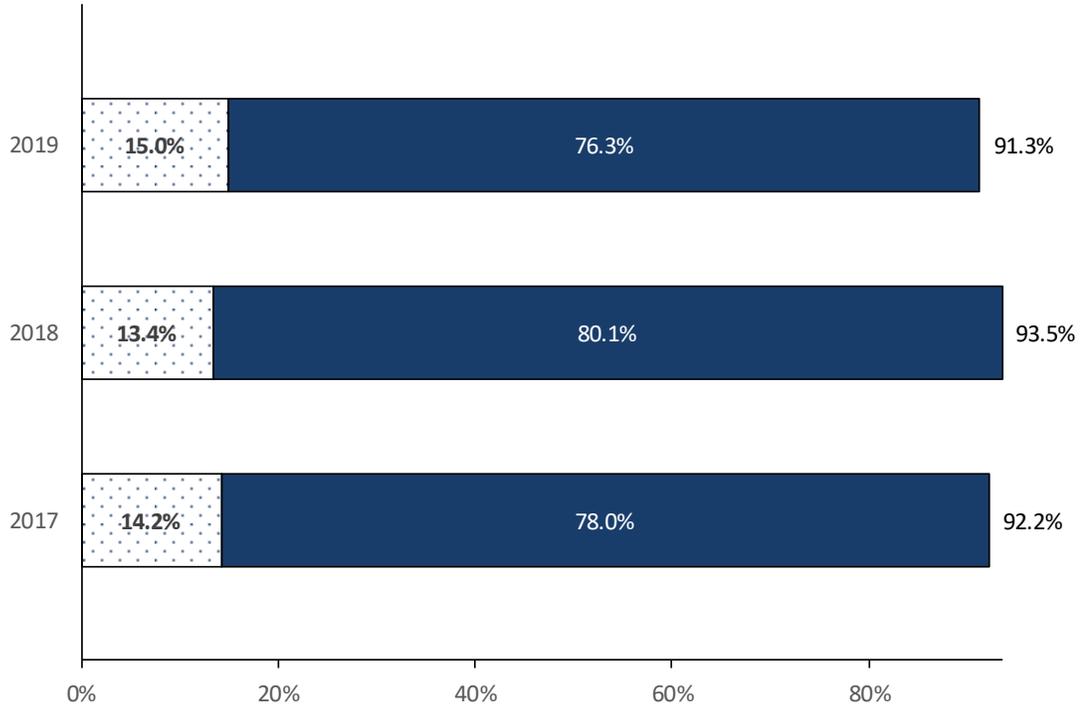
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NCA	2019	4945	73.5%	-1.5%	17.6%	6.2%	1.7%	1.1%
	2018	4777	75.0%	1.5%	17.0%	6.1%	1.3%	0.5%
	2017	2434	73.5%	2.5%	17.2%	7.4%	1.3%	0.6%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 23/25. Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

NEXT OF KIN



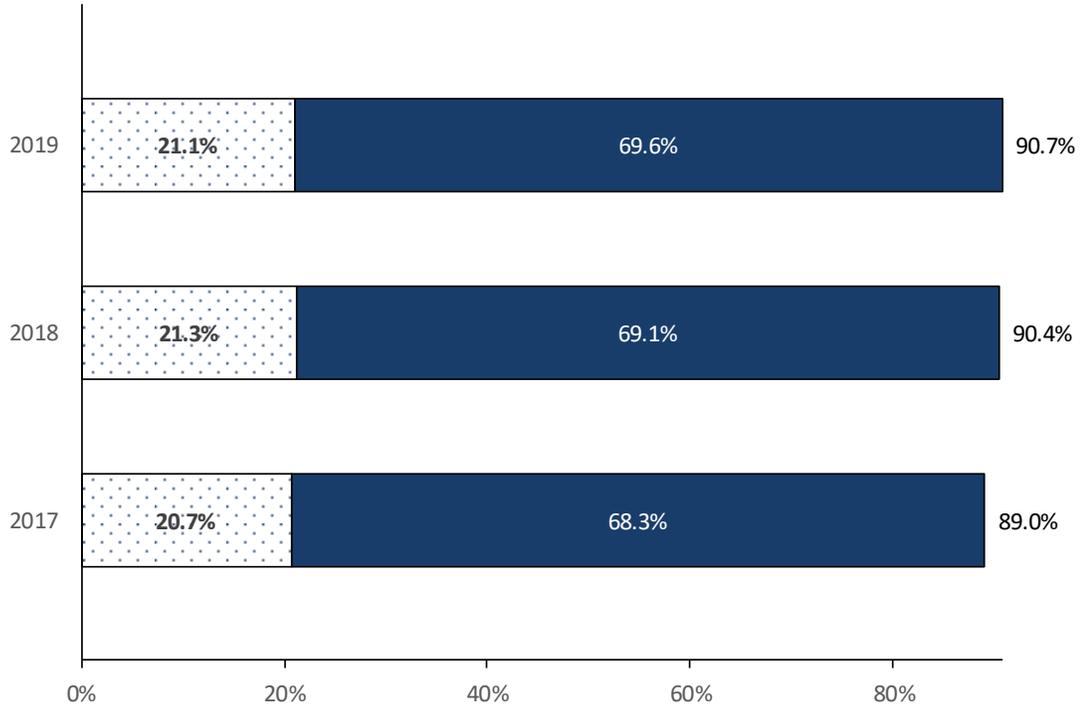
	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
NEXT OF KIN	2019	2885	76.3%	-3.8%	15.0%	5.1%	2.3%	1.4%
	2018	2590	80.1%	2.1%	13.4%	4.1%	1.7%	0.8%
	2017	1318	78.0%	4.1%	14.2%	4.9%	1.9%	1.0%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Overall Satisfaction Measures and Key Metrics

Question 23/25. Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?

FUNERAL DIRECTORS



	Year	n	Very satisfied	*Change Score	Somewhat satisfied	Neither / nor	Somewhat dissatisfied	Very dissatisfied
FUNERAL DIRECTORS	2019	2060	69.6%	0.5%	21.1%	7.7%	0.9%	0.7%
	2018	2187	69.1%	0.8%	21.3%	8.5%	0.9%	0.2%
	2017	1116	68.3%	-0.3%	20.7%	10.4%	0.5%	0.1%

*The change scores represent the difference between the "Very satisfied" categories for the row year and the previous year.

Satisfaction with Headstone/ Marker/ Medallion Ordering Process

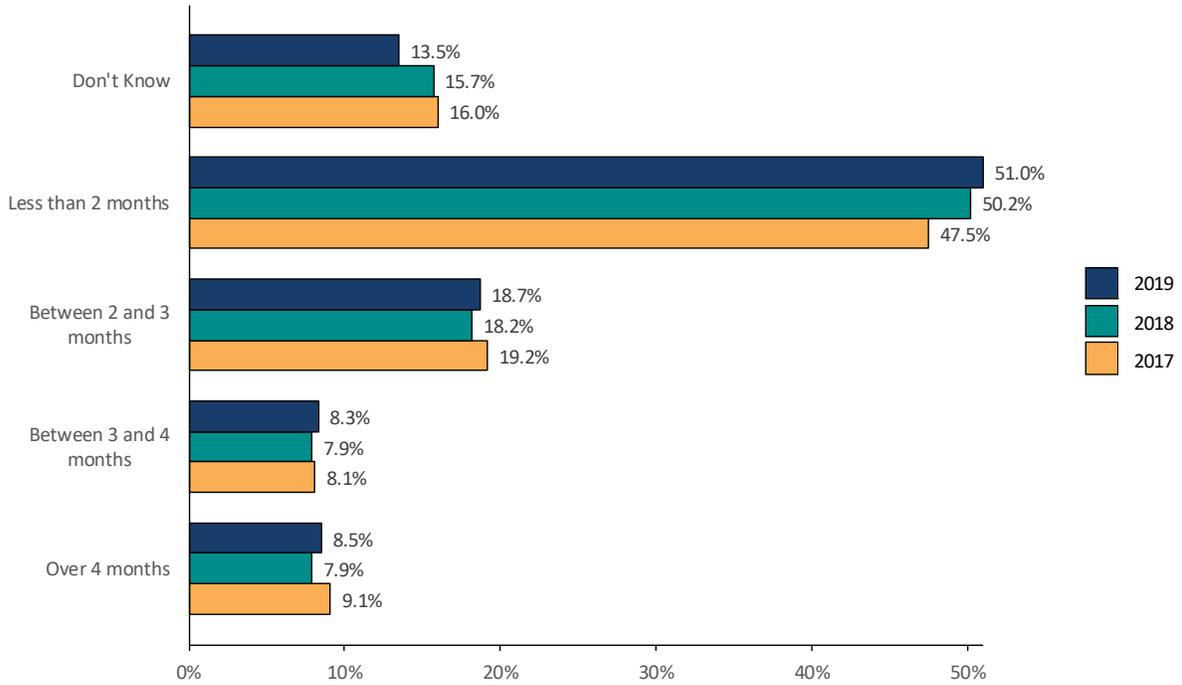
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with VA customer service in the ordering process of headstones, markers and medallions.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 17/14. About how long after ordering the headstone, marker, or medallion did it arrive?

ALL RESPONDENTS

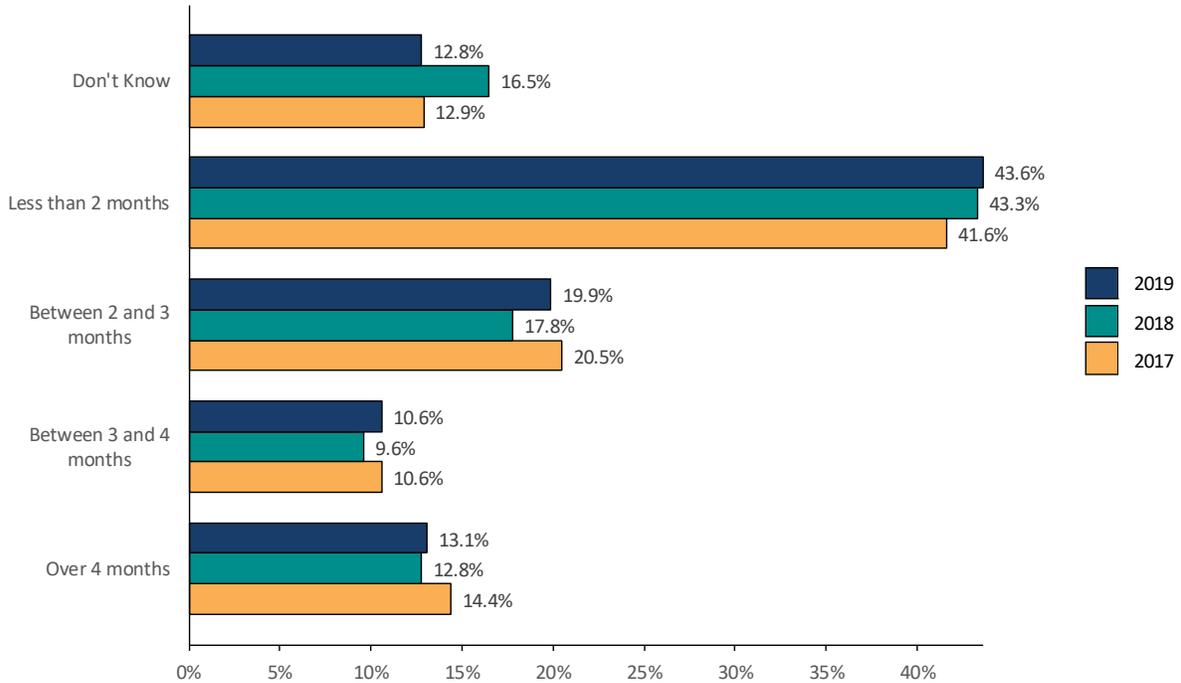


	Year	n	Don't Know	Less than 2 months	Between 2 and 3 months	Between 3 and 4 months	Over 4 months
NCA	2019	5029	13.5%	51.0%	18.7%	8.3%	8.5%
	2018	4831	15.7%	50.2%	18.2%	7.9%	7.9%
	2017	2488	16.0%	47.5%	19.2%	8.1%	9.1%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 17/14. About how long after ordering the headstone, marker, or medallion did it arrive?

NEXT OF KIN

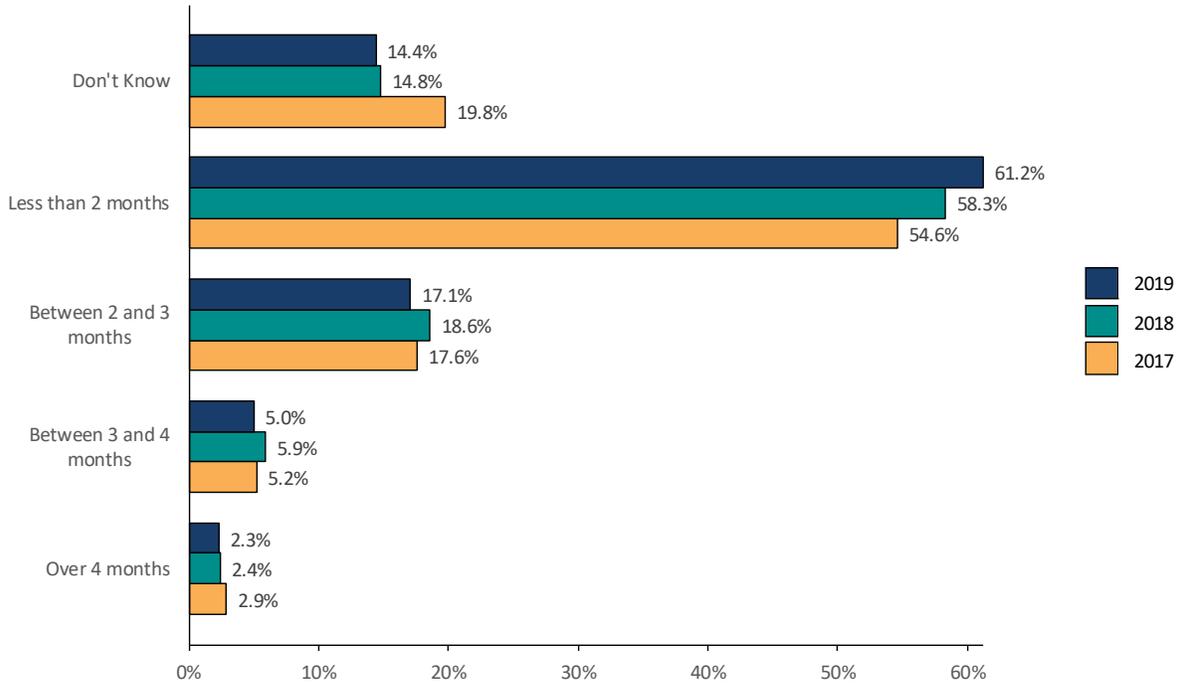


	Year	n	Don't Know	Less than 2 months	Between 2 and 3 months	Between 3 and 4 months	Over 4 months
NEXT OF KIN	2019	2911	12.8%	43.6%	19.9%	10.6%	13.1%
	2018	2593	16.5%	43.3%	17.8%	9.6%	12.8%
	2017	1345	12.9%	41.6%	20.5%	10.6%	14.4%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 17/14. About how long after ordering the headstone, marker, or medallion did it arrive?

FUNERAL DIRECTORS

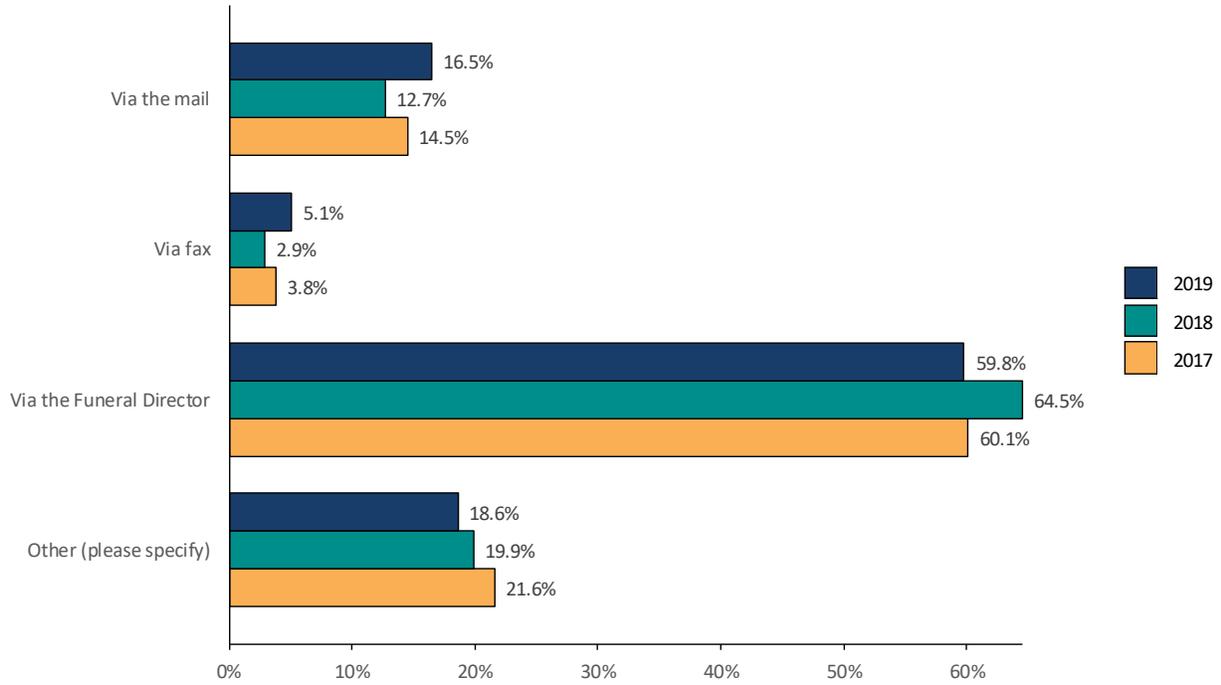


	Year	n	Don't Know	Less than 2 months	Between 2 and 3 months	Between 3 and 4 months	Over 4 months
FUNERAL DIRECTORS	2019	2118	14.4%	61.2%	17.1%	5.0%	2.3%
	2018	2238	14.8%	58.3%	18.6%	5.9%	2.4%
	2017	1143	19.8%	54.6%	17.6%	5.2%	2.9%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 6. How did you order the headstone, marker, or medallion?

NEXT OF KIN

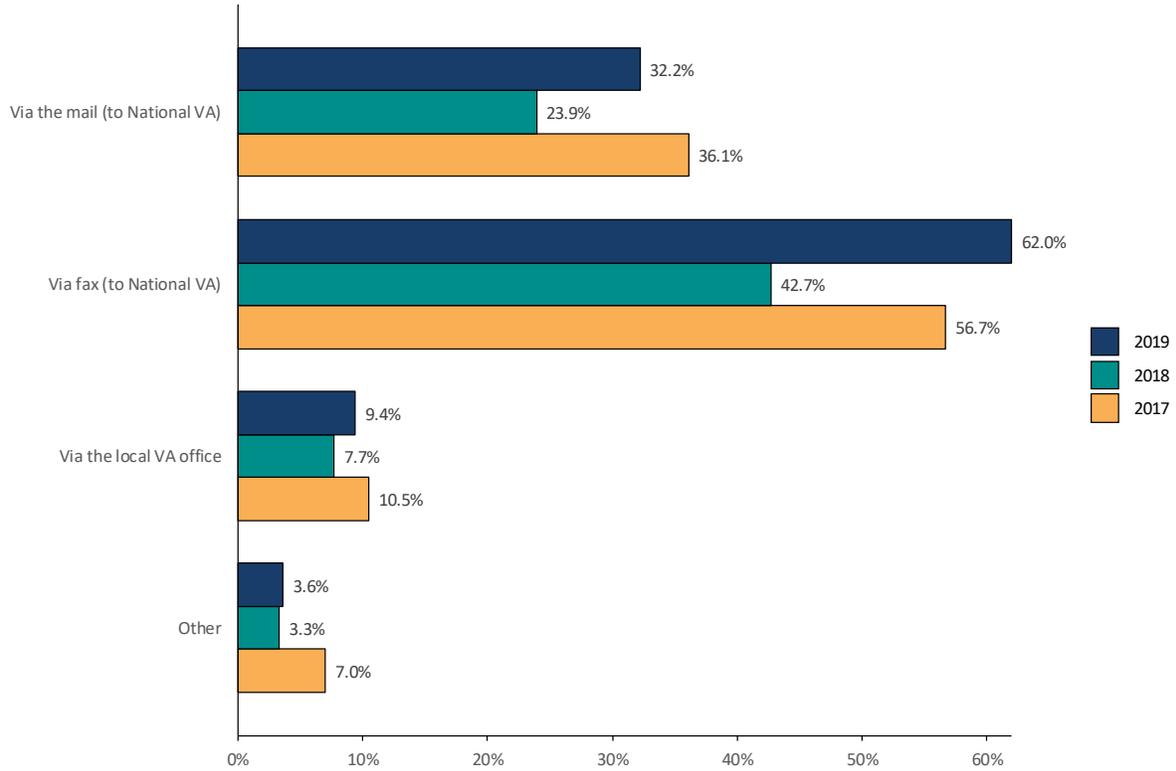


	Year	n	Via the mail	Via fax	Via the Funeral Director	Other (please specify)
NEXT OF KIN	2019	2800	16.5%	5.1%	59.8%	18.6%
	2018	2515	12.7%	2.9%	64.5%	19.9%
	2017	1352	14.5%	3.8%	60.1%	21.6%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 3. How do you typically order VA headstones, markers, or medallions? (Mark all that apply)

FUNERAL DIRECTORS



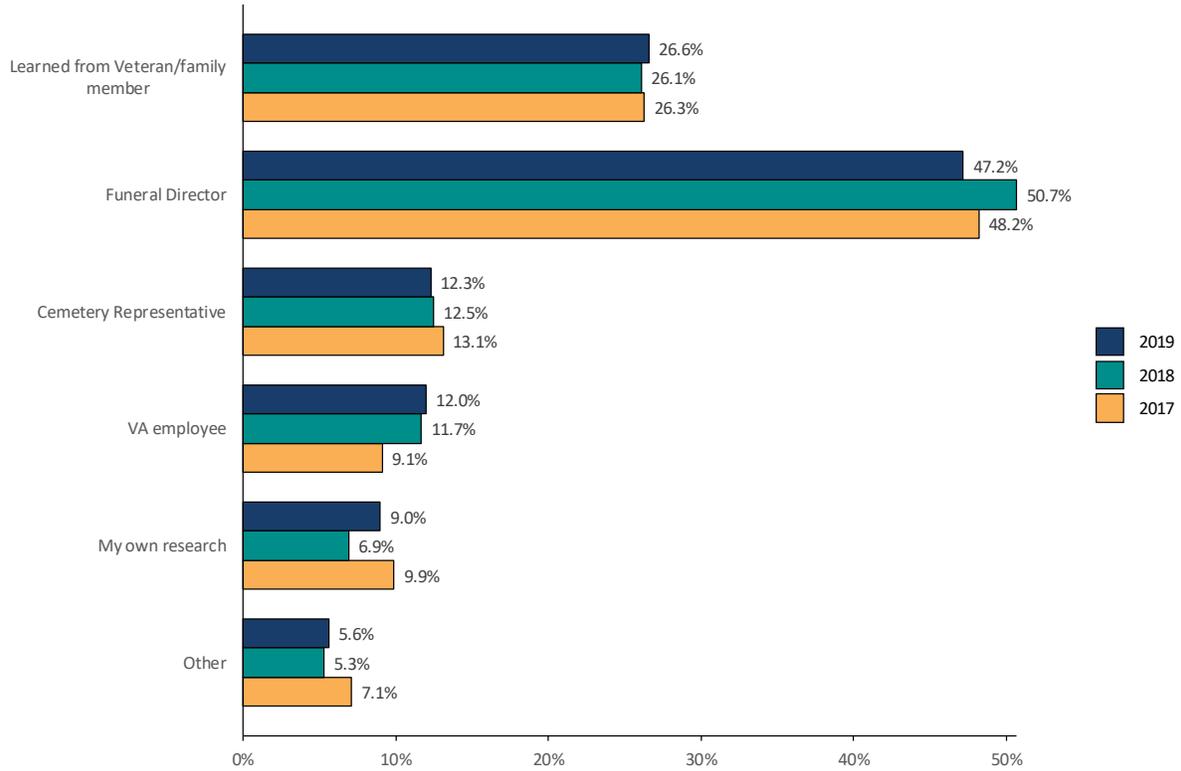
	Year	n	Via the mail (to National VA)	Via fax (to National VA)	Via the local VA office	Other
FUNERAL DIRECTORS	2019	2167	32.2%	62.0%	9.4%	3.6%
	2018	2792	23.9%	42.7%	7.7%	3.3%
	2017	1138	36.1%	56.7%	10.5%	7.0%

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 1. How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)

NEXT OF KIN



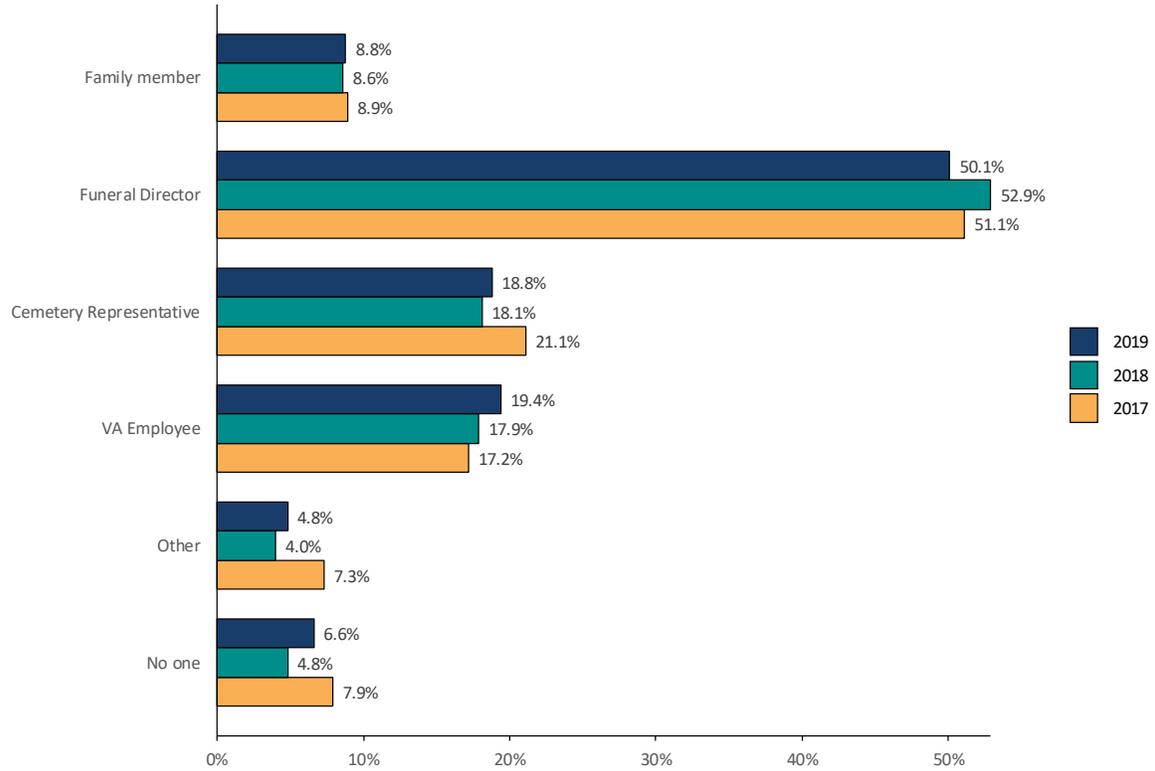
	Year	n	Learned from Veteran/family member	Funeral Director	Cemetery Representative	VA employee	My own research	Other
NEXT OF KIN	2019	2949	26.6%	47.2%	12.3%	12.0%	9.0%	5.6%
	2018	2643	26.1%	50.7%	12.5%	11.7%	6.9%	5.3%
	2017	1370	26.3%	48.2%	13.1%	9.1%	9.9%	7.1%

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 5. Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)

NEXT OF KIN



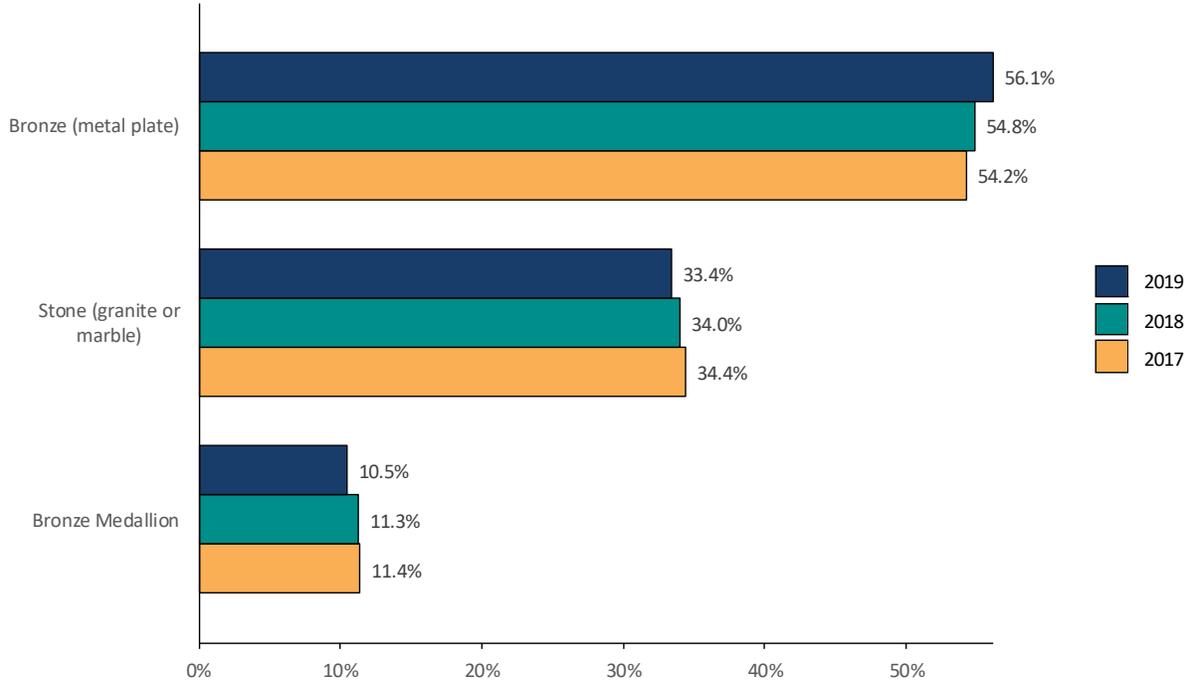
	Year	n	Family member	Funeral Director	Cemetery Representative	VA Employee	Other	No one
NEXT OF KIN	2019	3010	8.8%	50.1%	18.8%	19.4%	4.8%	6.6%
	2018	2555	8.6%	52.9%	18.1%	17.9%	4.0%	4.8%
	2017	1363	8.9%	51.1%	21.1%	17.2%	7.3%	7.9%

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 2. What type of headstone, marker, or medallion did you order?

NEXT OF KIN

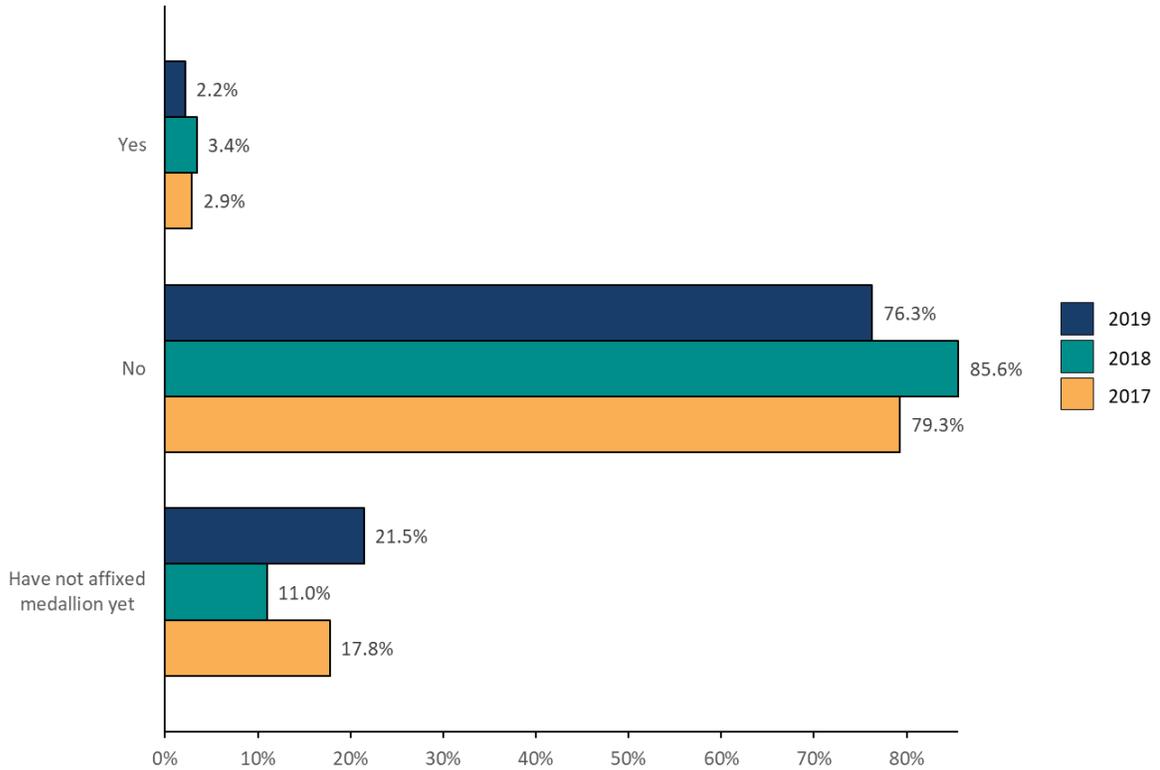


	Year	n	Bronze (metal plate)	Stone (granite or marble)	Bronze Medallion
NEXT OF KIN	2019	2864	56.1%	33.4%	10.5%
	2018	2546	54.8%	34.0%	11.3%
	2017	1315	54.2%	34.4%	11.4%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 3. Did you have any problems while affixing the Bronze Medallion to the headstone or markers?

NEXT OF KIN



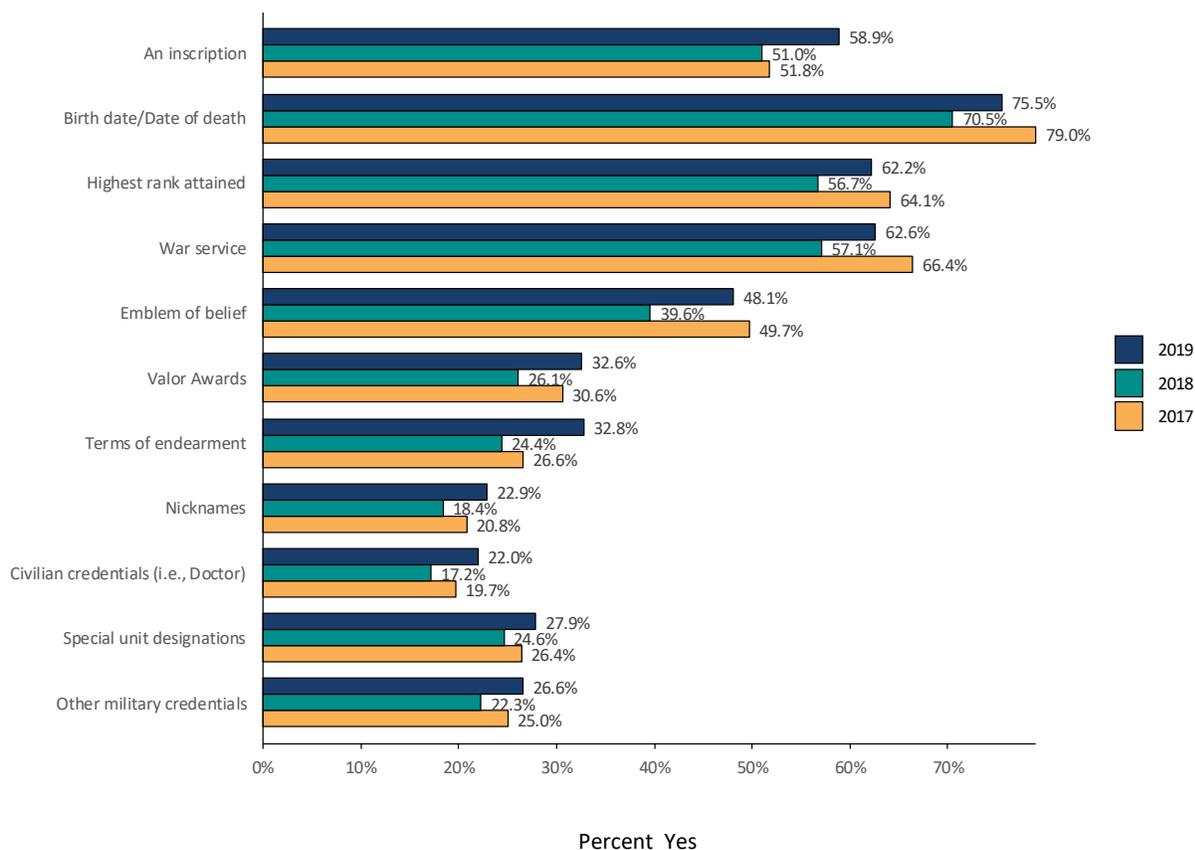
	Year	n	Yes	No	Have not affixed medallion yet
NEXT OF KIN	2019	279	2.2%	76.3%	21.5%
	2018	263	3.4%	85.6%	11.0%
	2017	140	2.9%	79.3%	17.8%

Only respondents that indicated "Bronze Medallion" to Question 2 (NoK) received this question.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 15. When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion?

NEXT OF KIN

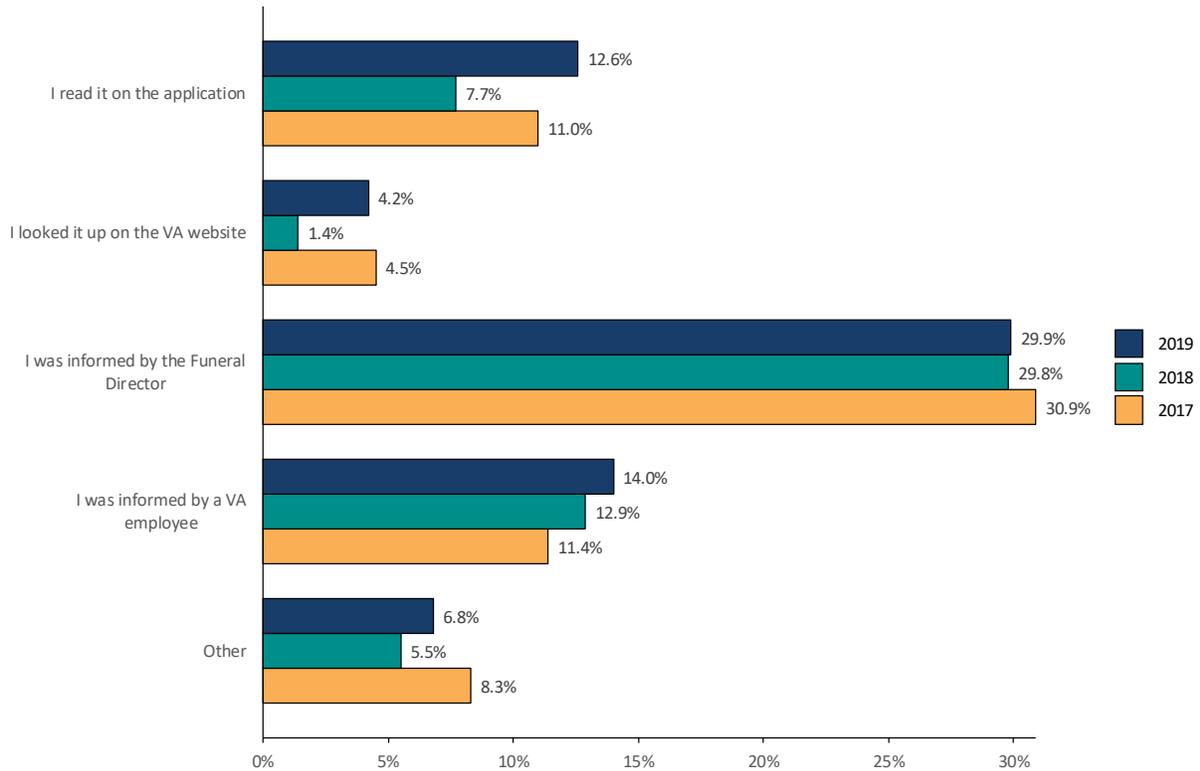


Response	2019		2018		2017	
	n	% Yes	n	% Yes	n	% Yes
An inscription	1519	58.9%	1150	51.0%	618	51.8%
Birth date/Date of death	1947	75.5%	1589	70.5%	998	79.0%
Highest rank attained	1606	62.2%	1277	56.7%	783	64.1%
War service	1616	62.6%	1287	57.1%	801	66.4%
Emblem of belief	1241	48.1%	893	39.6%	582	49.7%
Valor Awards	840	32.6%	588	26.1%	349	30.6%
Terms of endearment	845	32.8%	549	24.4%	311	26.6%
Nicknames	591	22.9%	415	18.4%	239	20.8%
Civilian credentials (i.e., Doctor)	567	22.0%	388	17.2%	222	19.7%
Special unit designations	720	27.9%	554	24.6%	301	26.4%
Other military credentials	685	26.6%	503	22.3%	284	25.0%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 16. If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply)

NEXT OF KIN



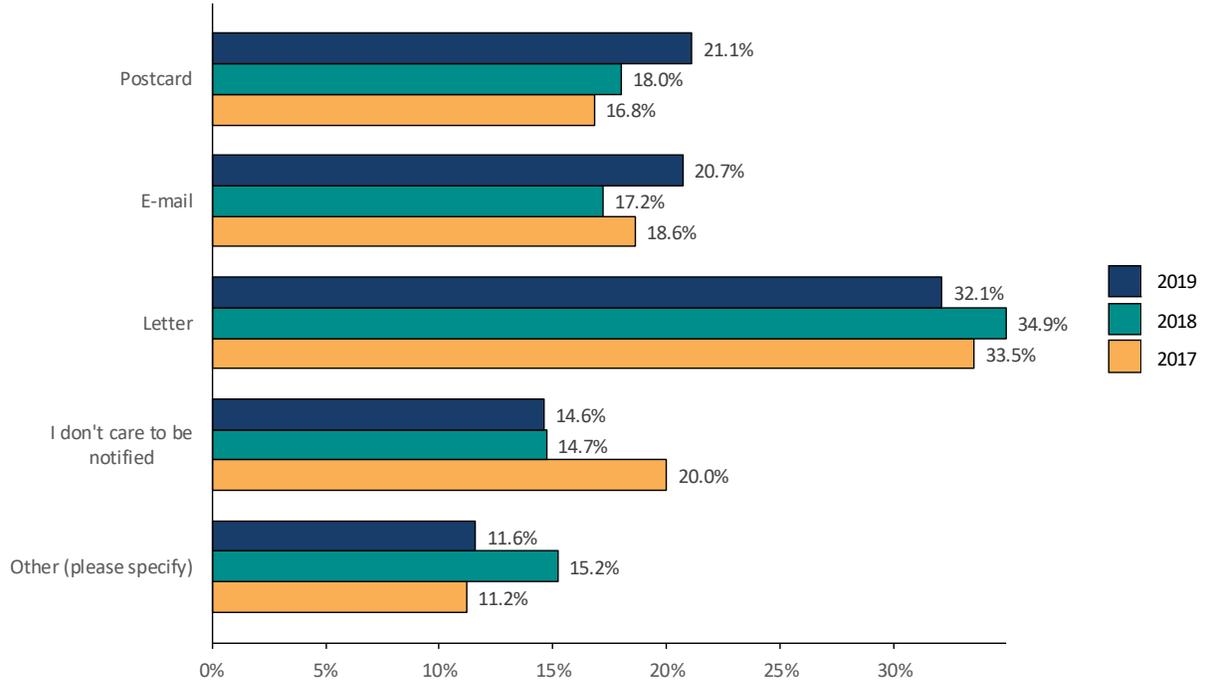
	Year	n	I read it on the application	I looked it up on the VA website	I was informed by the Funeral Director	I was informed by a VA employee	Other
NEXT OF KIN	2019	2981	12.6%	4.2%	29.9%	14.0%	6.8%
	2018	2555	7.7%	1.4%	29.8%	12.9%	5.5%
	2017	1235	11.0%	4.5%	30.9%	11.4%	8.3%

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 19. How would you have preferred to be notified about the delivery status of your headstone, marker or medallion?

NEXT OF KIN

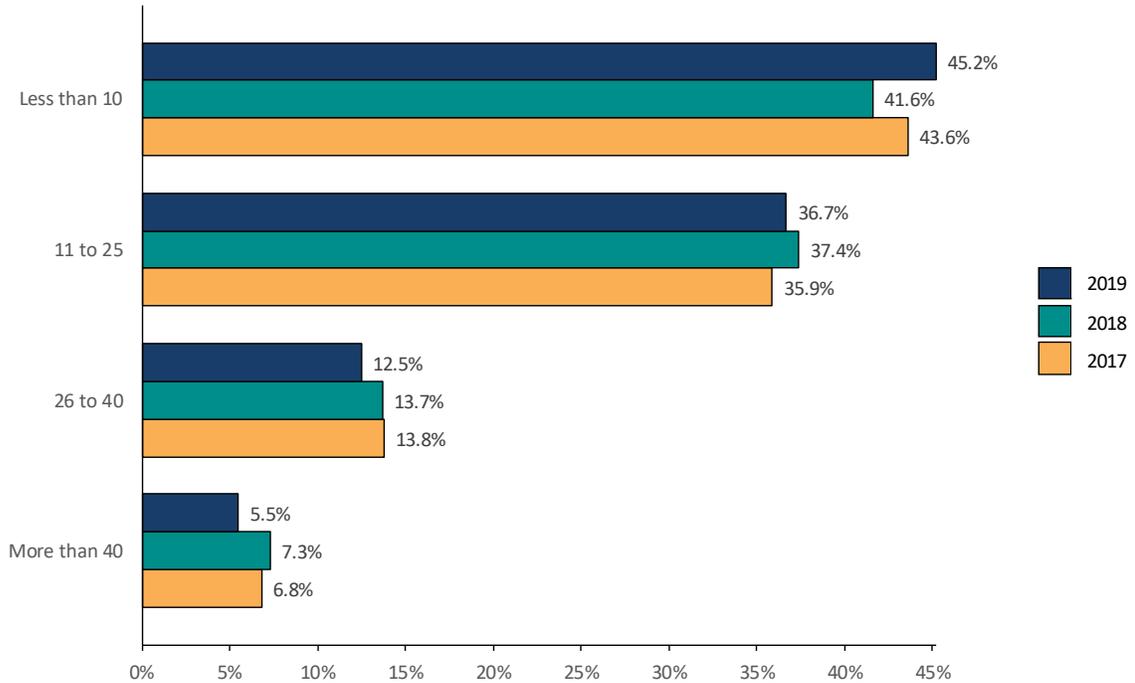


	Year	n	Postcard	E-mail	Letter	I don't care to be notified	Other (please specify)
NEXT OF KIN	2019	2624	21.1%	20.7%	32.1%	14.6%	11.6%
	2018	2296	18.0%	17.2%	34.9%	14.7%	15.2%
	2017	1258	16.8%	18.6%	33.5%	20.0%	11.2%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 1. On average, about how many VA headstones, markers, and medallions do you/your company order in a year?

FUNERAL DIRECTORS

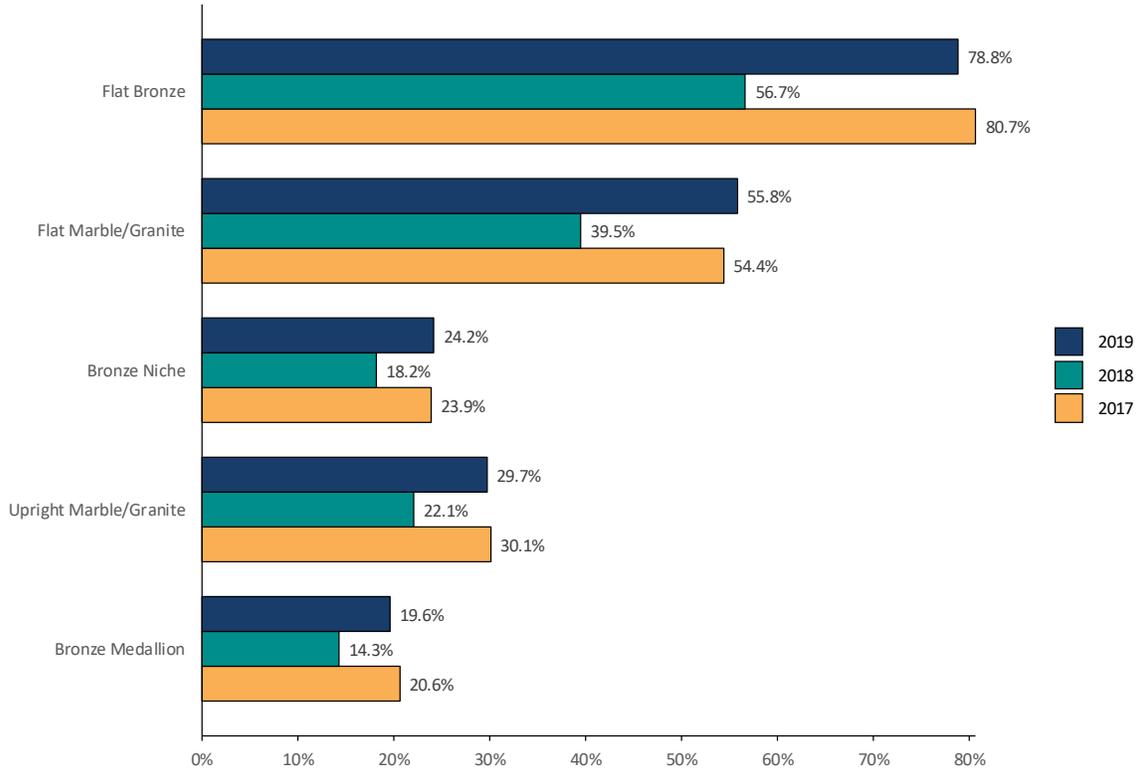


	Year	n	Less than 10	11 to 25	26 to 40	More than 40
FUNERAL DIRECTORS	2019	2145	45.2%	36.7%	12.5%	5.5%
	2018	2261	41.6%	37.4%	13.7%	7.3%
	2017	1170	43.6%	35.9%	13.8%	6.8%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 2. Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)

FUNERAL DIRECTORS



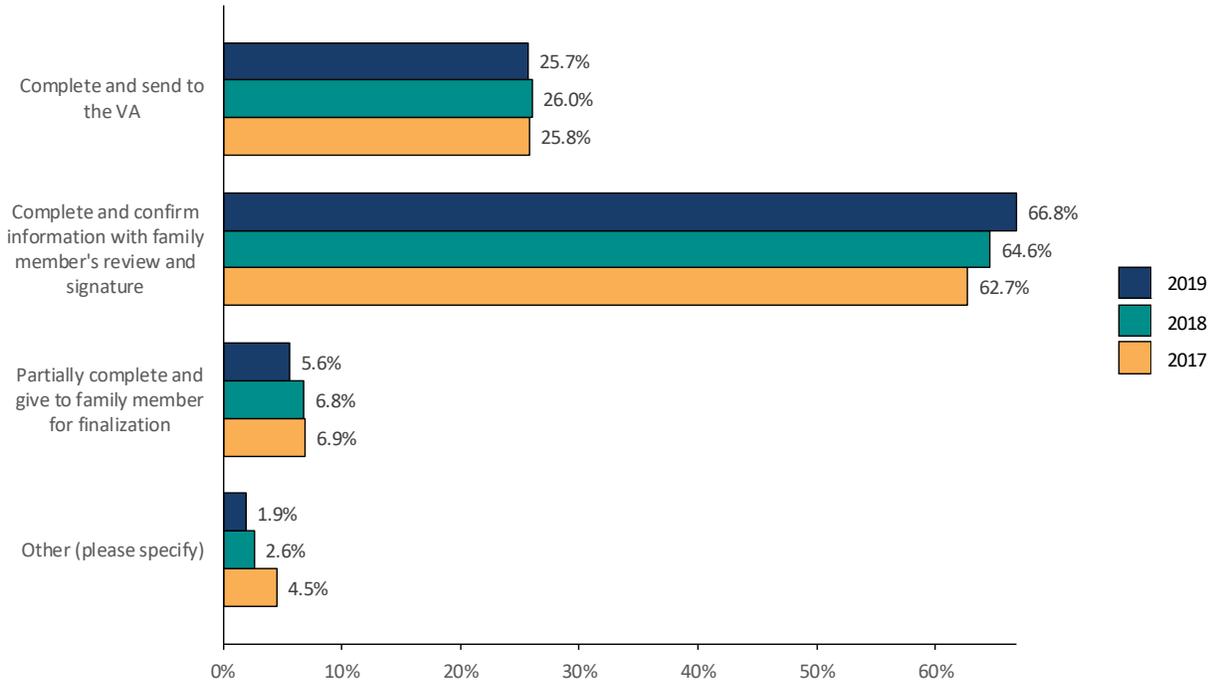
	Year	n	Flat Bronze	Flat Marble/Granite	Bronze Niche	Upright Marble/Granite	Bronze Medallion
FUNERAL DIRECTORS	2019	2168	78.8%	55.8%	24.2%	29.7%	19.6%
	2018	2786	56.7%	39.5%	18.2%	22.1%	14.3%
	2017	1126	80.7%	54.4%	23.9%	30.1%	20.6%

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 12. When completing an application for a VA headstone, marker, or medallion, do you typically:

FUNERAL DIRECTORS

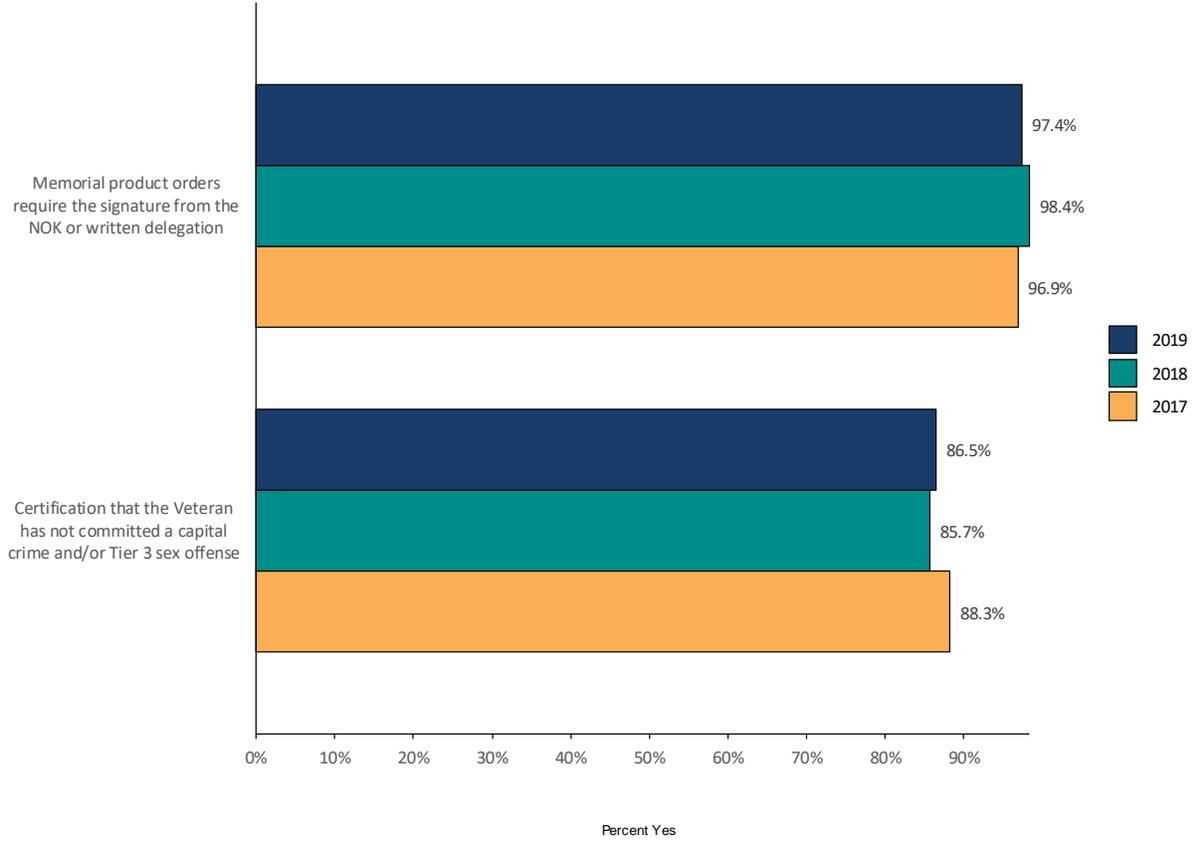


	Year	n	Complete and send to the VA	Complete and confirm information with family member's review and signature	Partially complete and give to family member for finalization	Other (please specify)
FUNERAL DIRECTORS	2019	2093	25.7%	66.8%	5.6%	1.9%
	2018	2214	26.0%	64.6%	6.8%	2.6%
	2017	1126	25.8%	62.7%	6.9%	4.5%

Satisfaction with Headstone/Marker/Medallion Ordering Process

Question 13. Are you aware of the following requirements?

FUNERAL DIRECTORS



	Response	2019		2018		2017	
		n	% Yes	n	% Yes	n	% Yes
FUNERAL DIRECTORS	Memorial product orders require the signature from the NOK or written delegation	1839	97.4%	1981	98.4%	1108	96.9%
	Certification that the Veteran has not committed a capital crime and/or Tier 3 sex offense	1609	86.5%	1705	85.7%	990	88.3%

Satisfaction with Information on VA Website

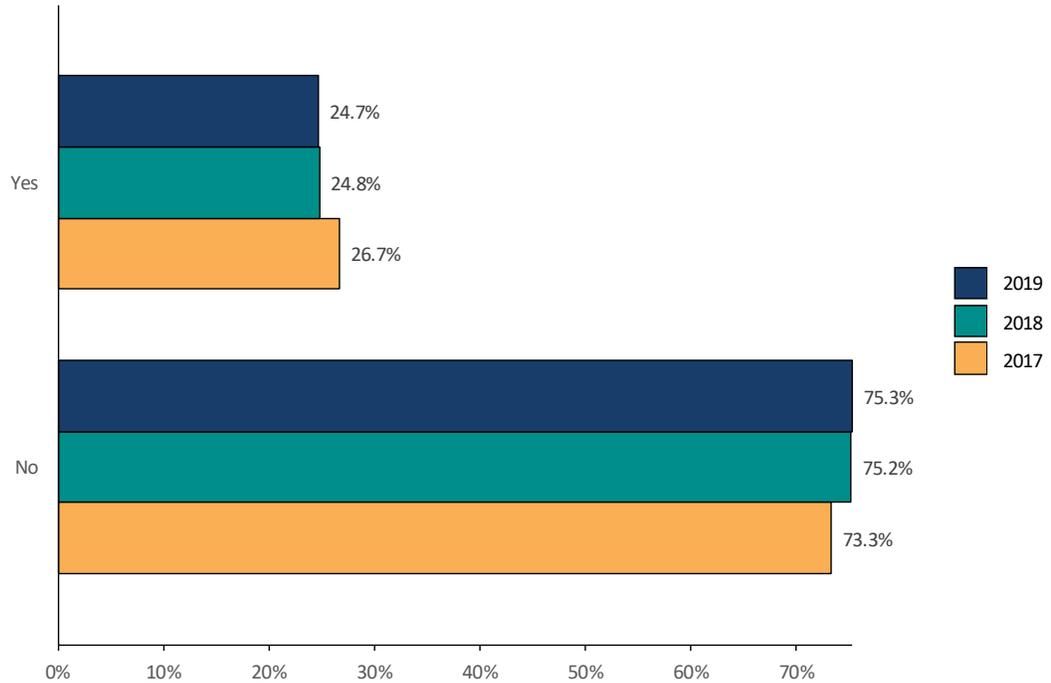
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the information they receive through the VA Website.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Information on VA Website

Question 12/9. Did you visit the VA website for information about ordering the headstone, marker or medallion? / Have you visited the VA website for information about ordering the headstone, marker, or medallion?

ALL RESPONDENTS



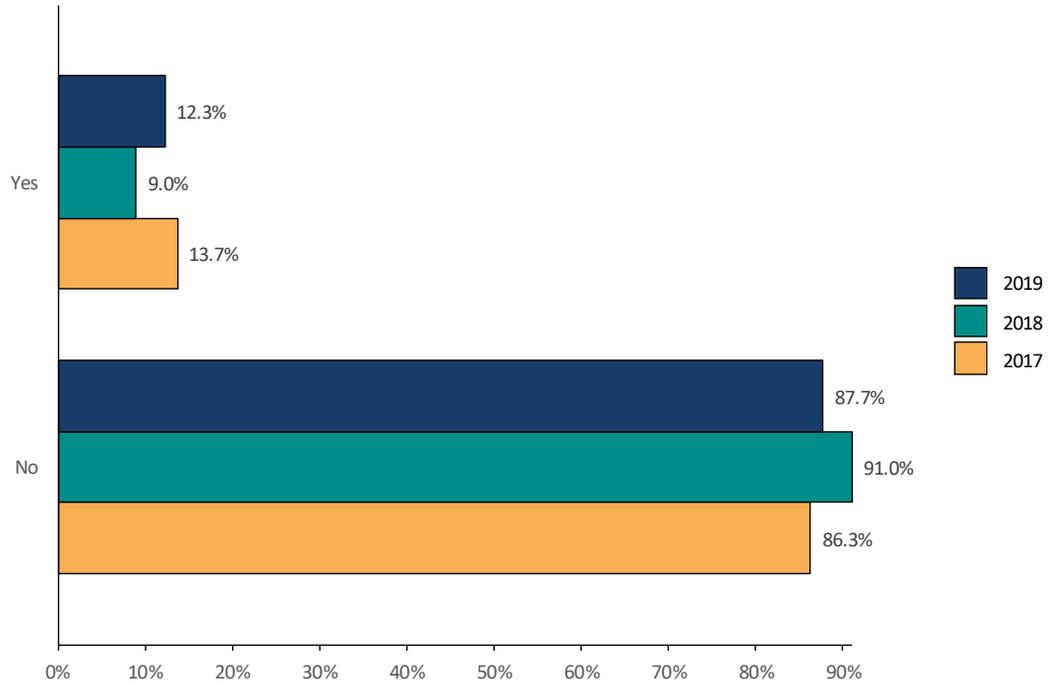
2019: n = 5096 2018: n = 4906 2017: n = 2489

	Year	n	Yes	No
NCA	2019	5096	24.7%	75.3%
	2018	4906	24.8%	75.2%
	2017	2489	26.7%	73.3%

Satisfaction with Information on VA Website

Question 12/9. Did you visit the VA website for information about ordering the headstone, marker or medallion? / Have you visited the VA website for information about ordering the headstone, marker, or medallion?

NEXT OF KIN



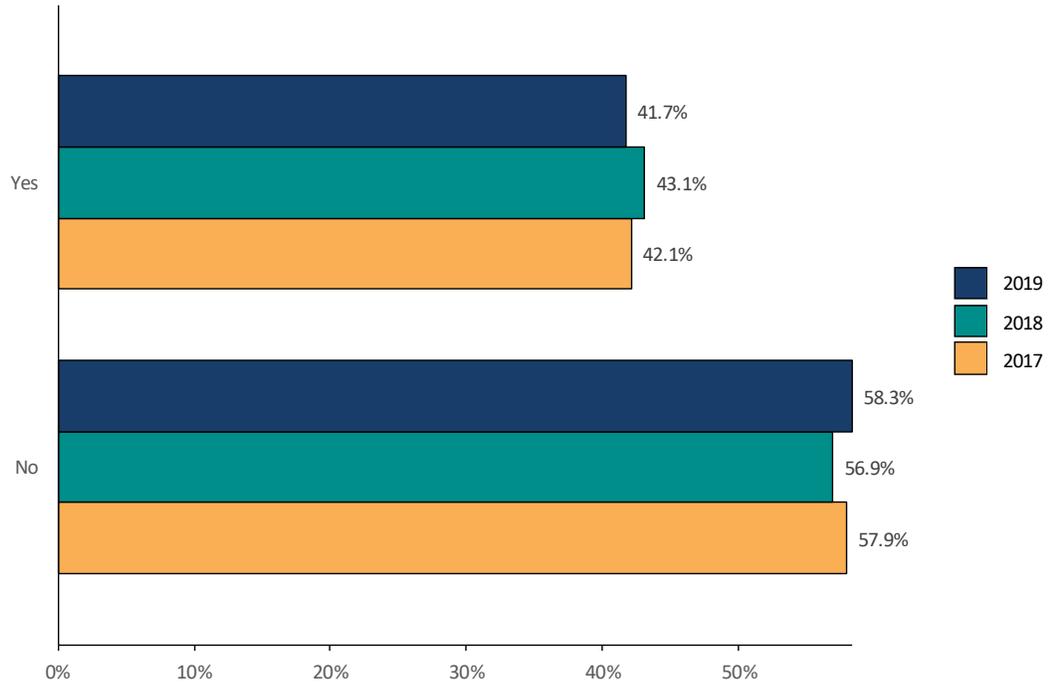
2019: n = 2945 2018: n = 2633 2017: n = 1353

	Year	n	Yes	No
NEXT OF KIN	2019	2945	12.3%	87.7%
	2018	2633	9.0%	91.0%
	2017	1353	13.7%	86.3%

Satisfaction with Information on VA Website

Question 12/9. Did you visit the VA website for information about ordering the headstone, marker or medallion? / Have you visited the VA website for information about ordering the headstone, marker, or medallion?

FUNERAL DIRECTORS



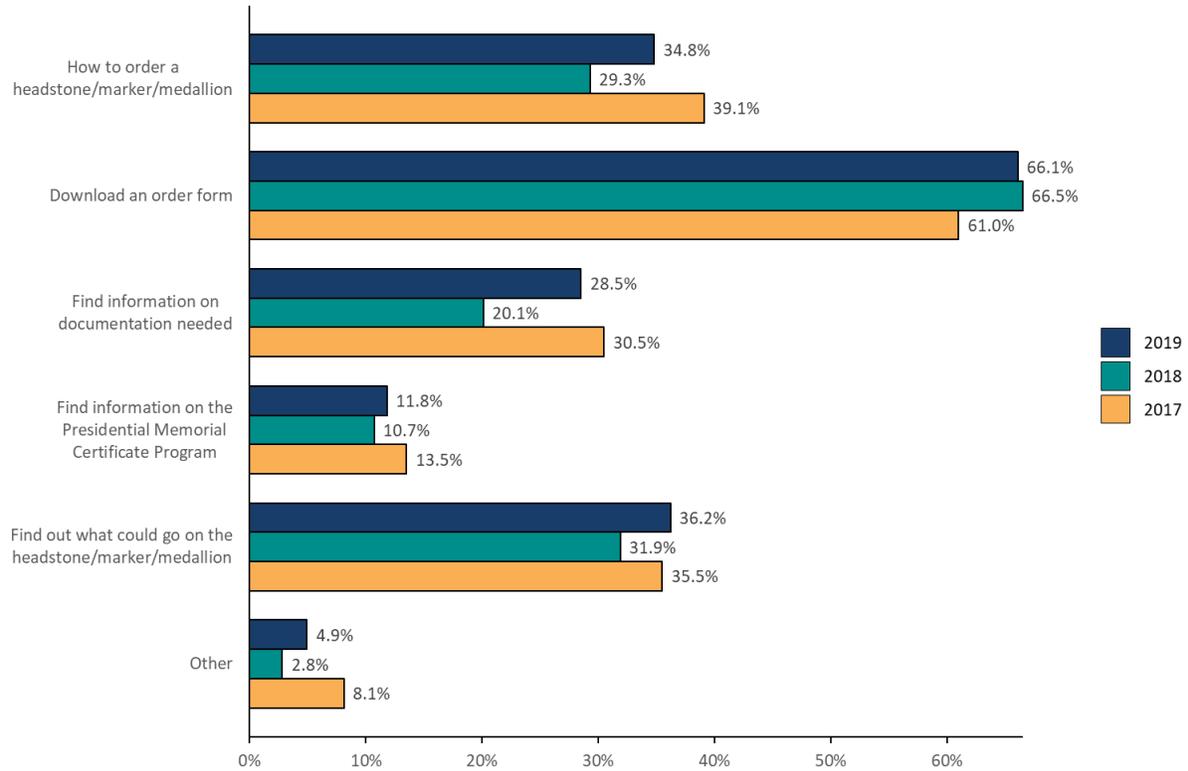
2019: n = 2151 2018: n = 2273 2017: n = 1136

	Year	n	Yes	No
FUNERAL DIRECTORS	2019	2151	41.7%	58.3%
	2018	2273	43.1%	56.9%
	2017	1136	42.1%	57.9%

Satisfaction with Information on VA Website

Question 13/10. What type of information were you looking for on VA's website? (Mark all that apply)

ALL RESPONDENTS



	Year	n	How to order a headstone/marker/medallion	Download an order form	Find information on documentation needed	Find information on the Presidential Memorial Certificate Program	Find out what could go on the headstone/marker/medallion	Other
NCA	2019	1259	34.8%	66.1%	28.5%	11.8%	36.2%	4.9%
	2018	1006	29.3%	66.5%	20.1%	10.7%	31.9%	2.8%
	2017	682	39.1%	61.0%	30.5%	13.5%	35.5%	8.1%

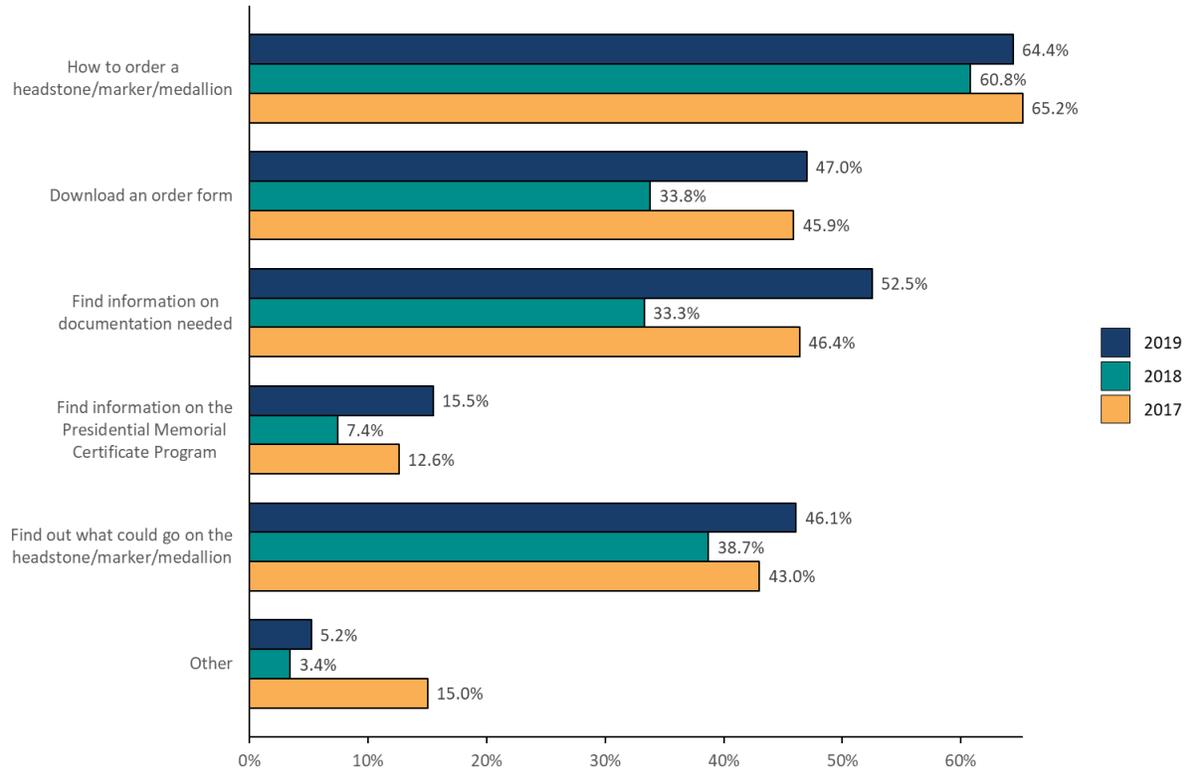
Only respondents that indicated "Yes" to Question 12/9 received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with Information on VA Website

Question 13/10. What type of information were you looking for on VA's website? (Mark all that apply)

NEXT OF KIN



	Year	n	How to order a headstone/marker/medallion	Download an order form	Find information on documentation needed	Find information on the Presidential Memorial Certificate Program	Find out what could go on the headstone/marker/medallion	Other
NEXT OF KIN	2019	362	64.4%	47.0%	52.5%	15.5%	46.1%	5.2%
	2018	204	60.8%	33.8%	33.3%	7.4%	38.7%	3.4%
	2017	207	65.2%	45.9%	46.4%	12.6%	43.0%	15.0%

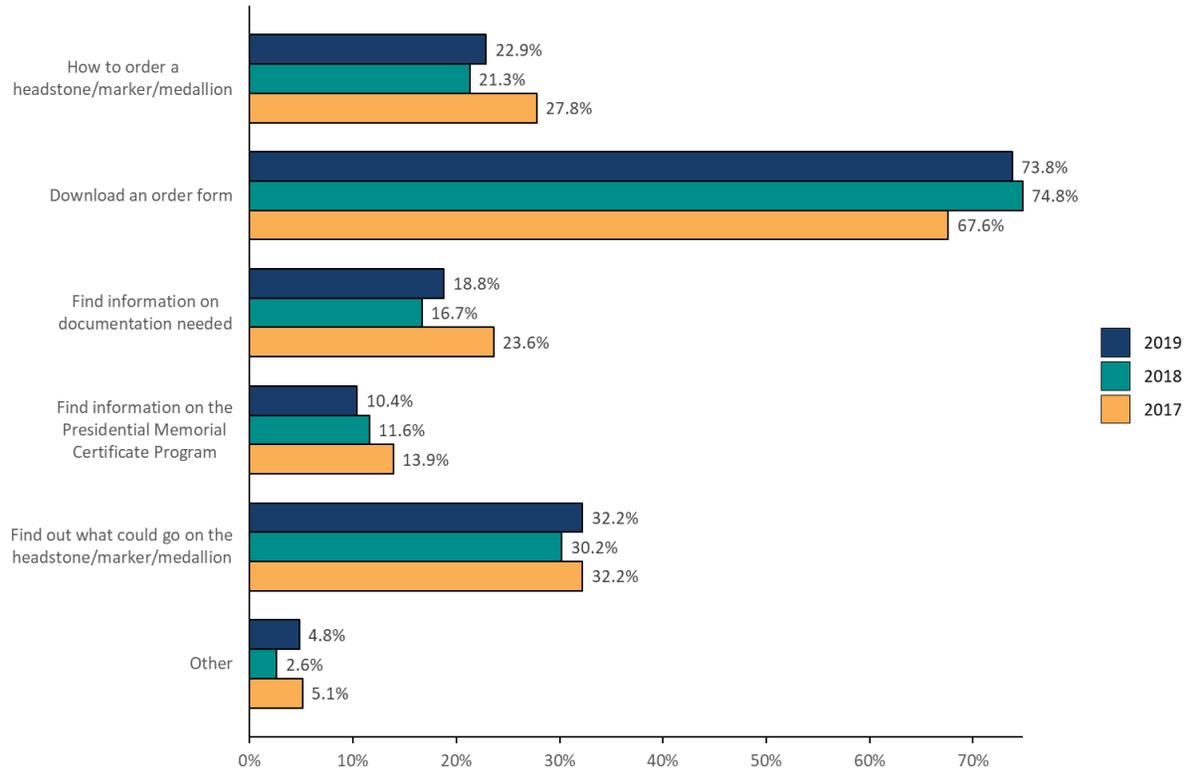
Only respondents that indicated "Yes" to Question 12/9 received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with Information on VA Website

Question 13/10. What type of information were you looking for on VA's website? (Mark all that apply)

FUNERAL DIRECTORS



	Year	n	How to order a headstone/marker/medallion	Download an order form	Find information on documentation needed	Find information on the Presidential Memorial Certificate Program	Find out what could go on the headstone/marker/medallion	Other
FUNERAL DIRECTORS	2019	897	22.9%	73.8%	18.8%	10.4%	32.2%	4.8%
	2018	802	21.3%	74.8%	16.7%	11.6%	30.2%	2.6%
	2017	475	27.8%	67.6%	23.6%	13.9%	32.2%	5.1%

Only respondents that indicated "Yes" to Question 12/9 received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with 800 Number Assistance

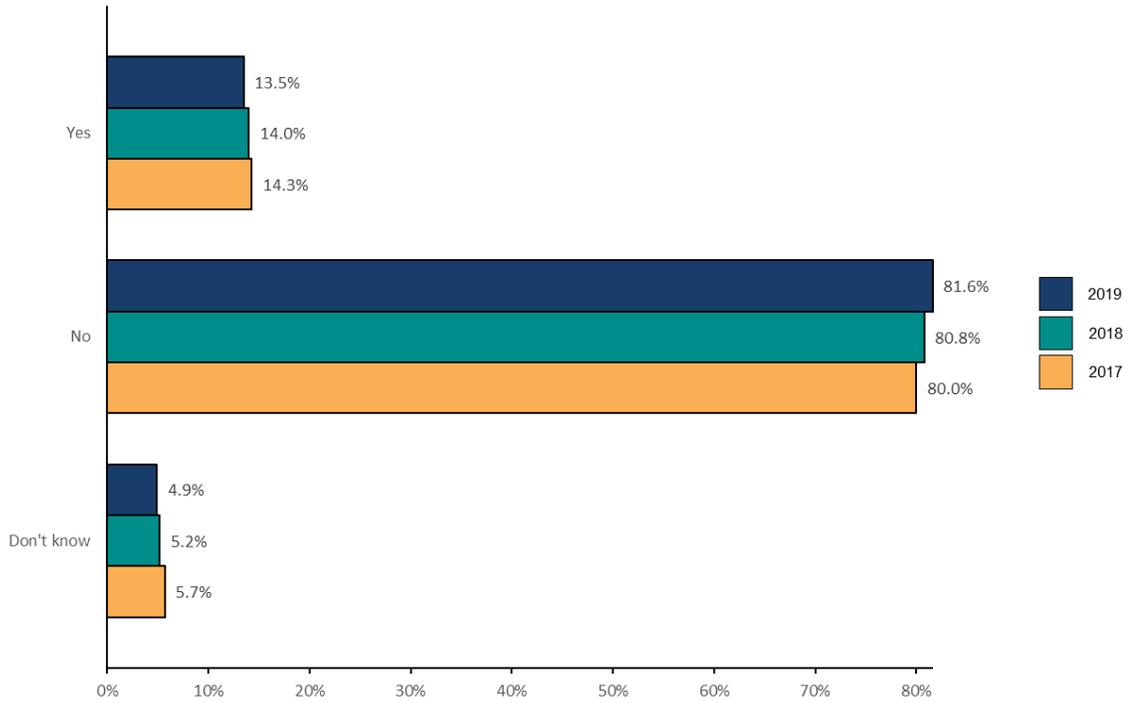
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with information and assistance received from VA's 800 number.
- Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for the next of kin, and the second is the question number for funeral directors.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with 800 Number Assistance

Question 8/5. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

ALL RESPONDENTS



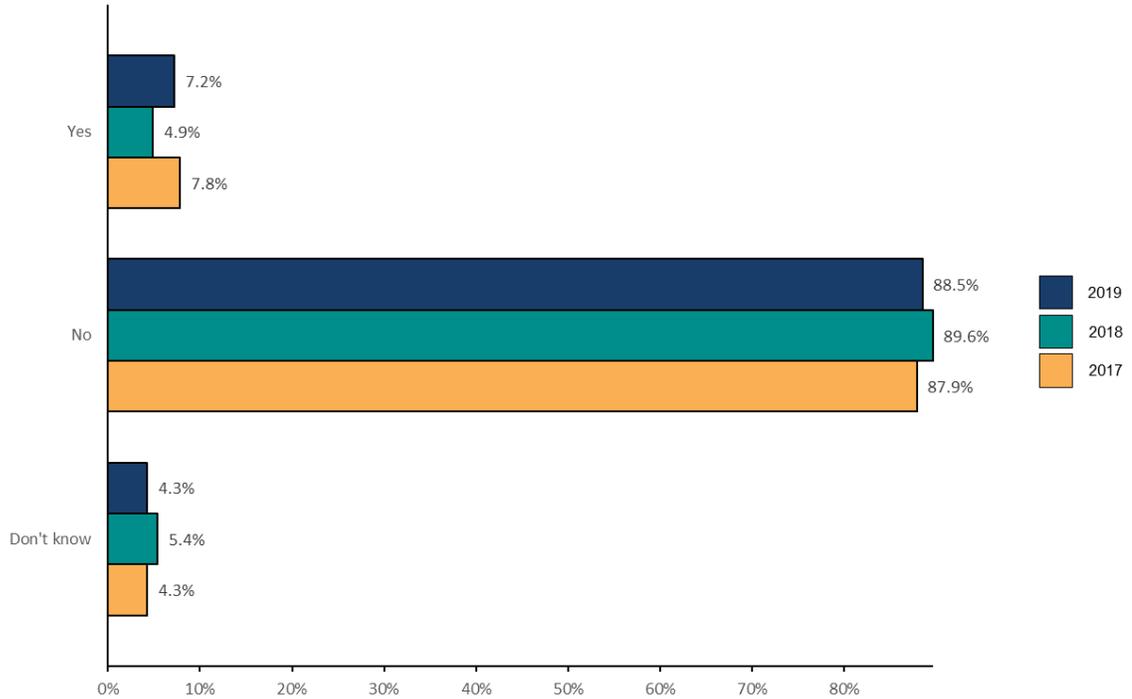
2019: n = 5063 2018: n = 4870 2017: n = 2500

	Year	n	Yes	No	Don't know
NCA	2019	5063	13.5%	81.6%	4.9%
	2018	4870	14.0%	80.8%	5.2%
	2017	2500	14.3%	80.0%	5.7%

Satisfaction with 800 Number Assistance

Question 8/5. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

NEXT OF KIN



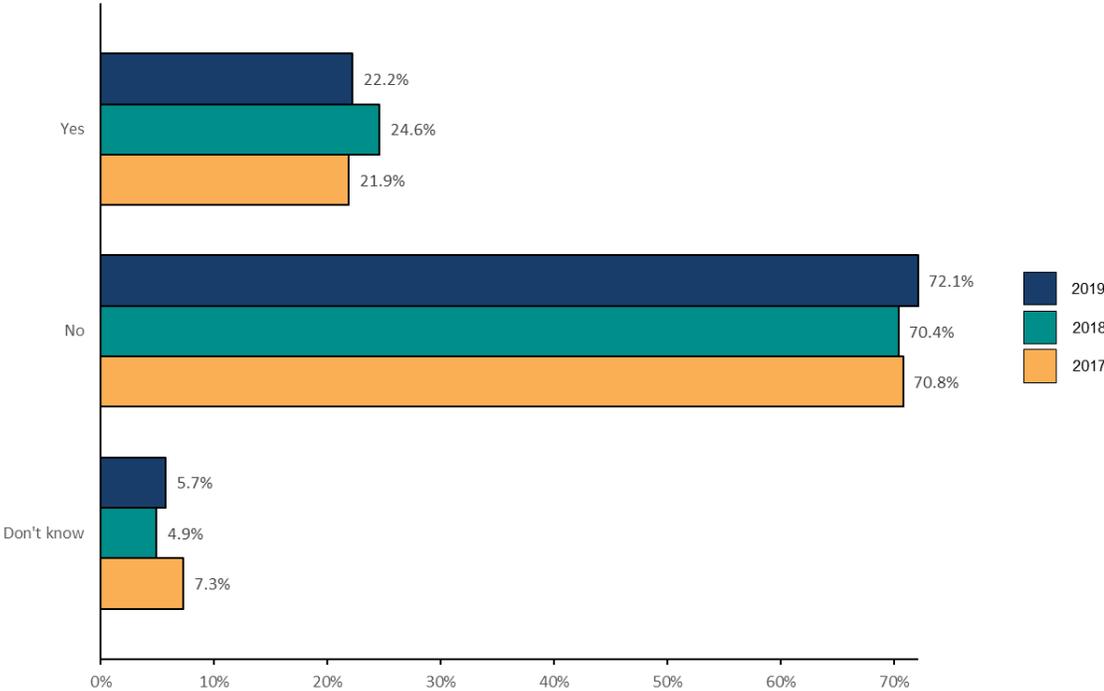
2019: n = 2939 2018: n = 2625 2017: n = 1352

	Year	n	Yes	No	Don't know
NEXT OF KIN	2019	2939	7.2%	88.5%	4.3%
	2018	2625	4.9%	89.6%	5.4%
	2017	1352	7.8%	87.9%	4.3%

Satisfaction with 800 Number Assistance

Question 8/5. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

FUNERAL DIRECTORS



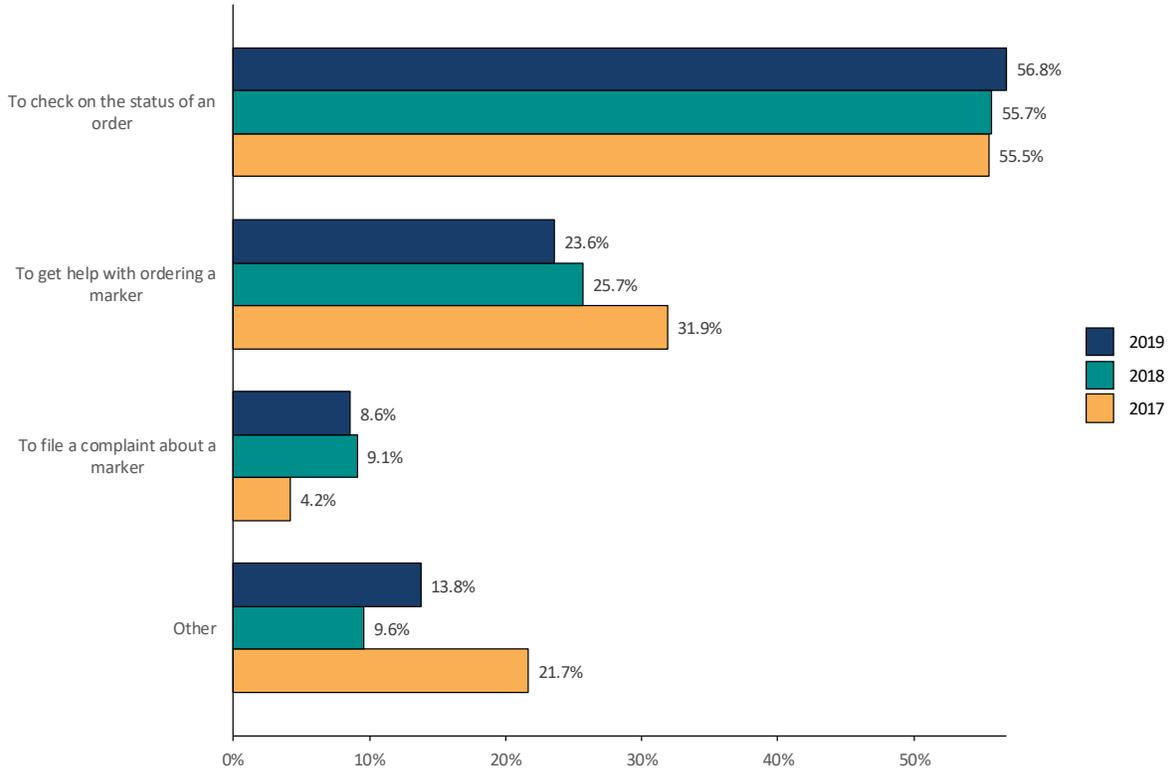
2019: n = 2124 2018: n = 2245 2017: n = 1148

	Year	n	Yes	No	Don't know
FUNERAL DIRECTORS	2019	2124	22.2%	72.1%	5.7%
	2018	2245	24.6%	70.4%	4.9%
	2017	1148	21.9%	70.8%	7.3%

Satisfaction with 800 Number Assistance

Question 10/7. Why did you call the NCA? (Mark all that apply)

ALL RESPONDENTS



	Year	n	To check on the status of an order	To get help with ordering a marker	To file a complaint about a marker	Other
NCA	2019	917	56.8%	23.6%	8.6%	13.8%
	2018	799	55.7%	25.7%	9.1%	9.6%
	2017	474	55.5%	31.9%	4.2%	21.7%

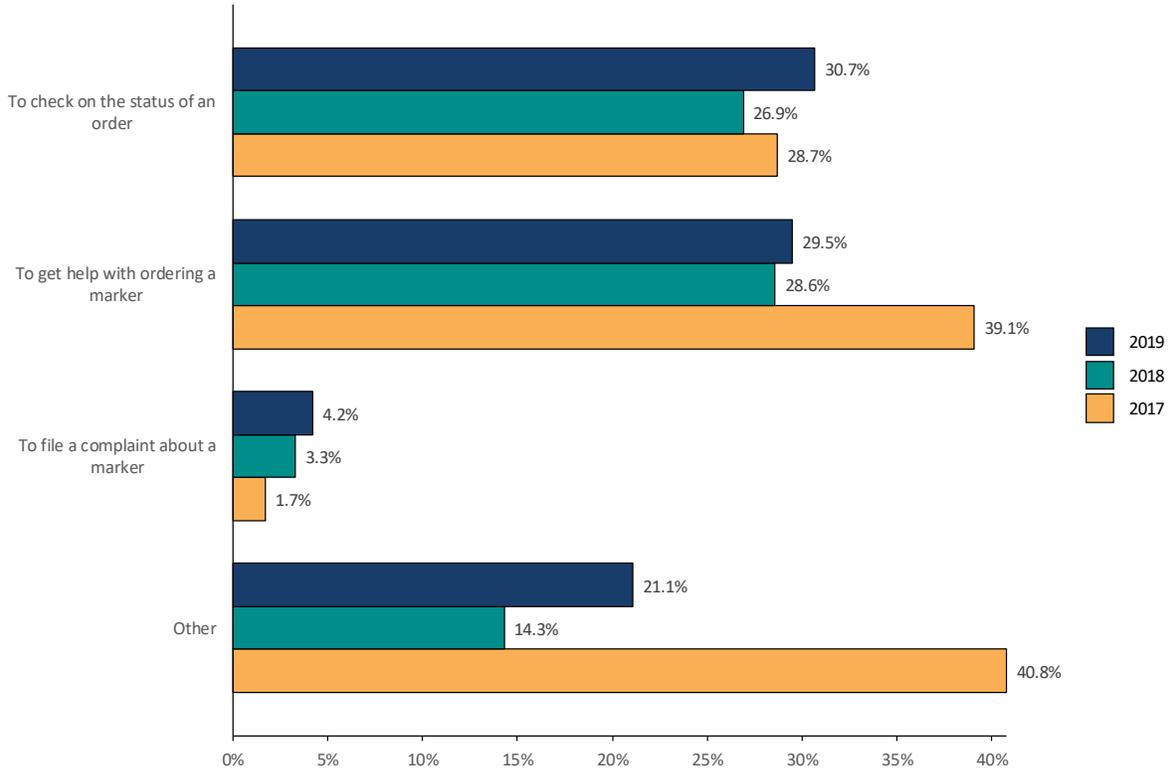
Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with 800 Number Assistance

Question 10/7. Why did you call the NCA? (Mark all that apply)

NEXT OF KIN



	Year	n	To check on the status of an order	To get help with ordering a marker	To file a complaint about a marker	Other
NEXT OF KIN	2019	332	30.7%	29.5%	4.2%	21.1%
	2018	245	26.9%	28.6%	3.3%	14.3%
	2017	174	28.7%	39.1%	1.7%	40.8%

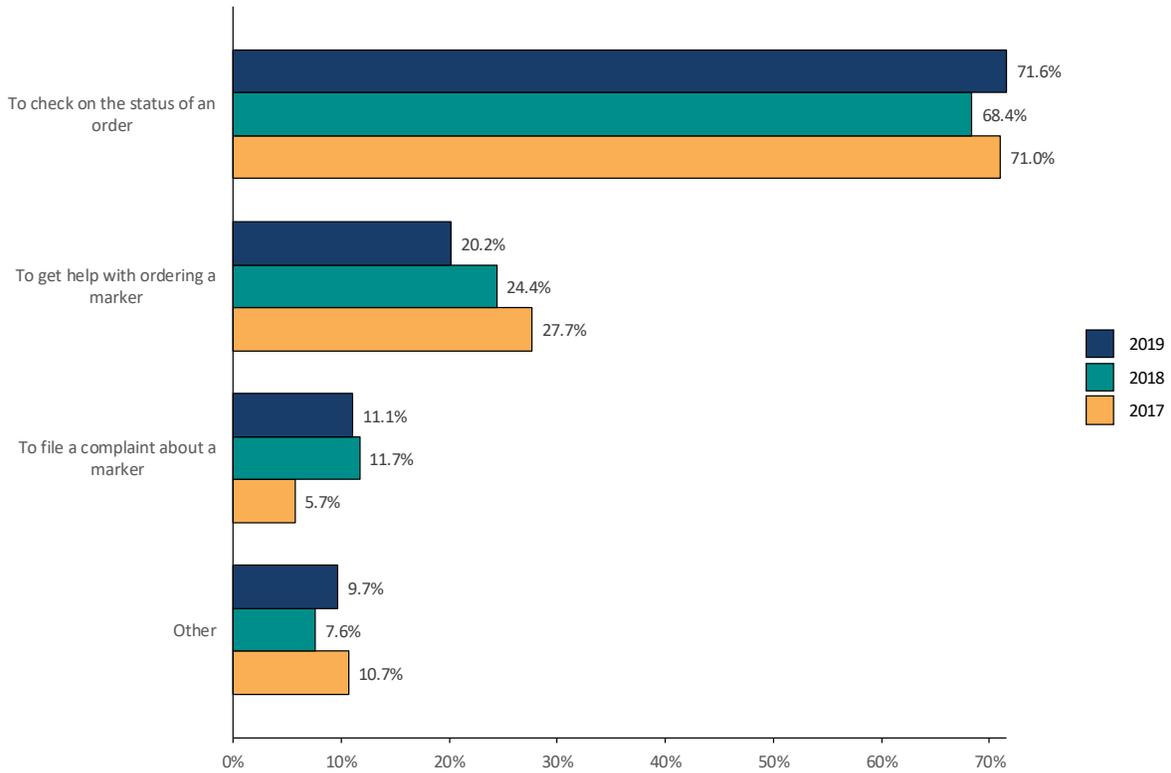
Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with 800 Number Assistance

Question 10/7. Why did you call the NCA? (Mark all that apply)

FUNERAL DIRECTORS



	Year	n	To check on the status of an order	To get help with ordering a marker	To file a complaint about a marker	Other
FUNERAL DIRECTORS	2019	585	71.6%	20.2%	11.1%	9.7%
	2018	554	68.4%	24.4%	11.7%	7.6%
	2017	300	71.0%	27.7%	5.7%	10.7%

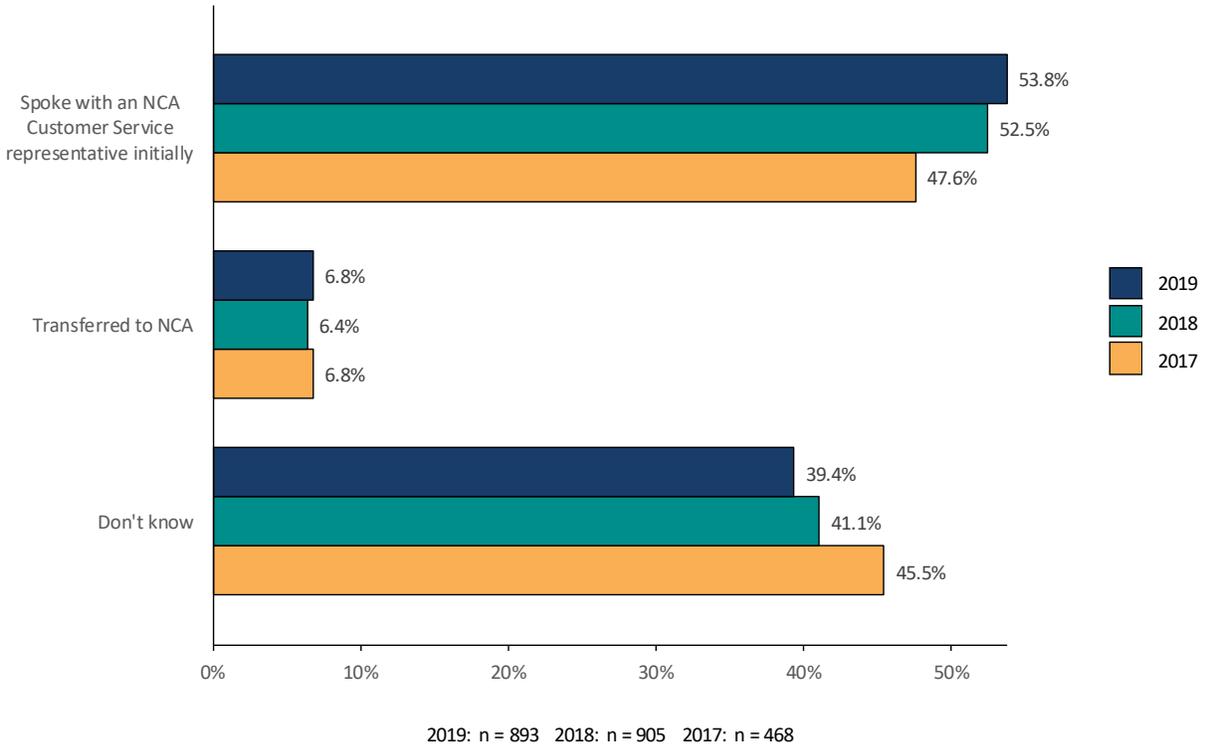
Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Satisfaction with 800 Number Assistance

Question 9/6. Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

ALL RESPONDENTS



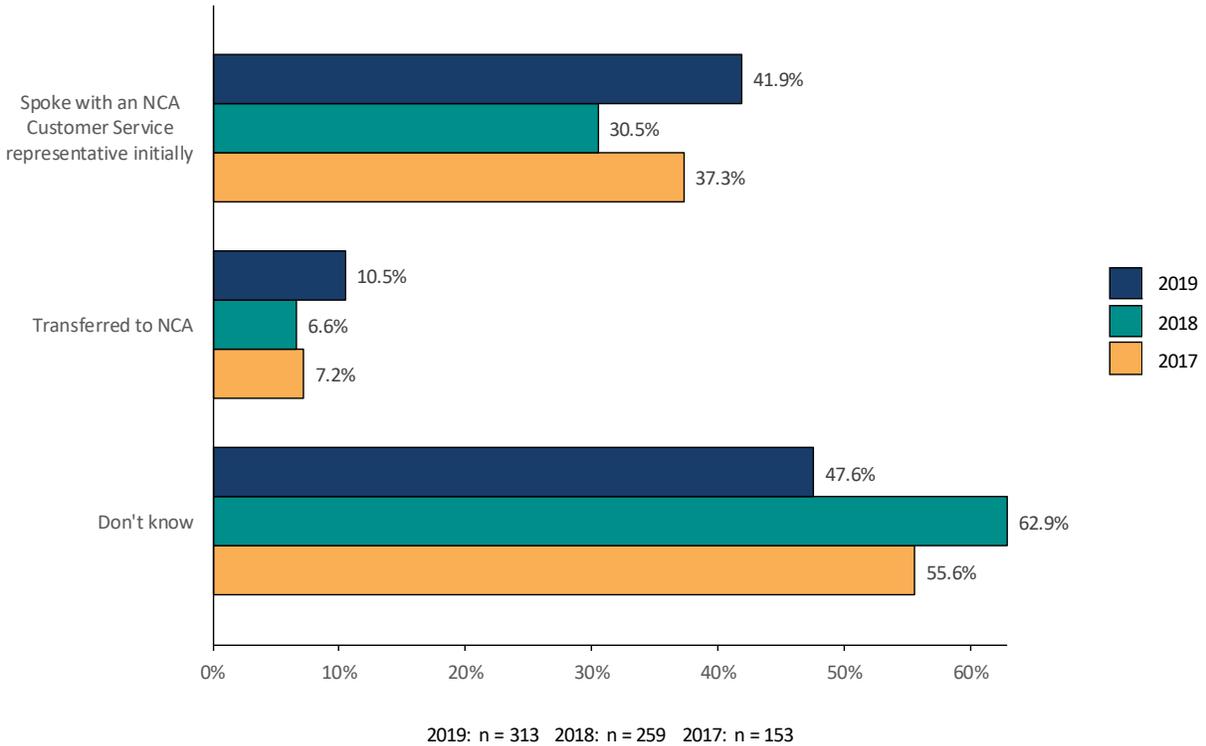
	Year	n	Spoke with an NCA Customer Service representative initially	Transferred to NCA	Don't know
NCA	2019	893	53.8%	6.8%	39.4%
	2018	905	52.5%	6.4%	41.1%
	2017	468	47.6%	6.8%	45.5%

Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Satisfaction with 800 Number Assistance

Question 9/6. Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

NEXT OF KIN



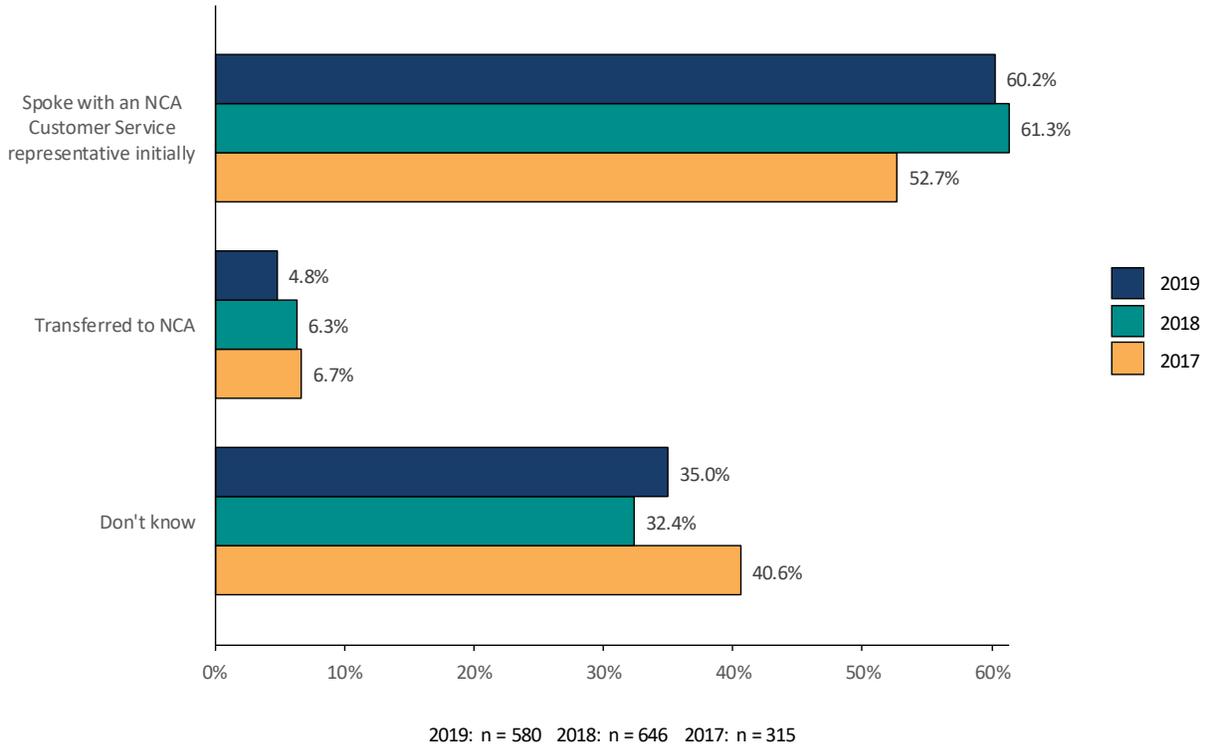
	Year	n	Spoke with an NCA Customer Service representative initially	Transferred to NCA	Don't know
NEXT OF KIN	2019	313	41.9%	10.5%	47.6%
	2018	259	30.5%	6.6%	62.9%
	2017	153	37.3%	7.2%	55.6%

Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Satisfaction with 800 Number Assistance

Question 9/6. Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

FUNERAL DIRECTORS



	Year	n	Spoke with an NCA Customer Service representative initially	Transferred to NCA	Don't know
FUNERAL DIRECTORS	2019	580	60.2%	4.8%	35.0%
	2018	646	61.3%	6.3%	32.4%
	2017	315	52.7%	6.7%	40.6%

Only respondents that indicated "Yes" or "Don't Know" to Question 8/5 received this question.

Satisfaction with Quality of Products and Services

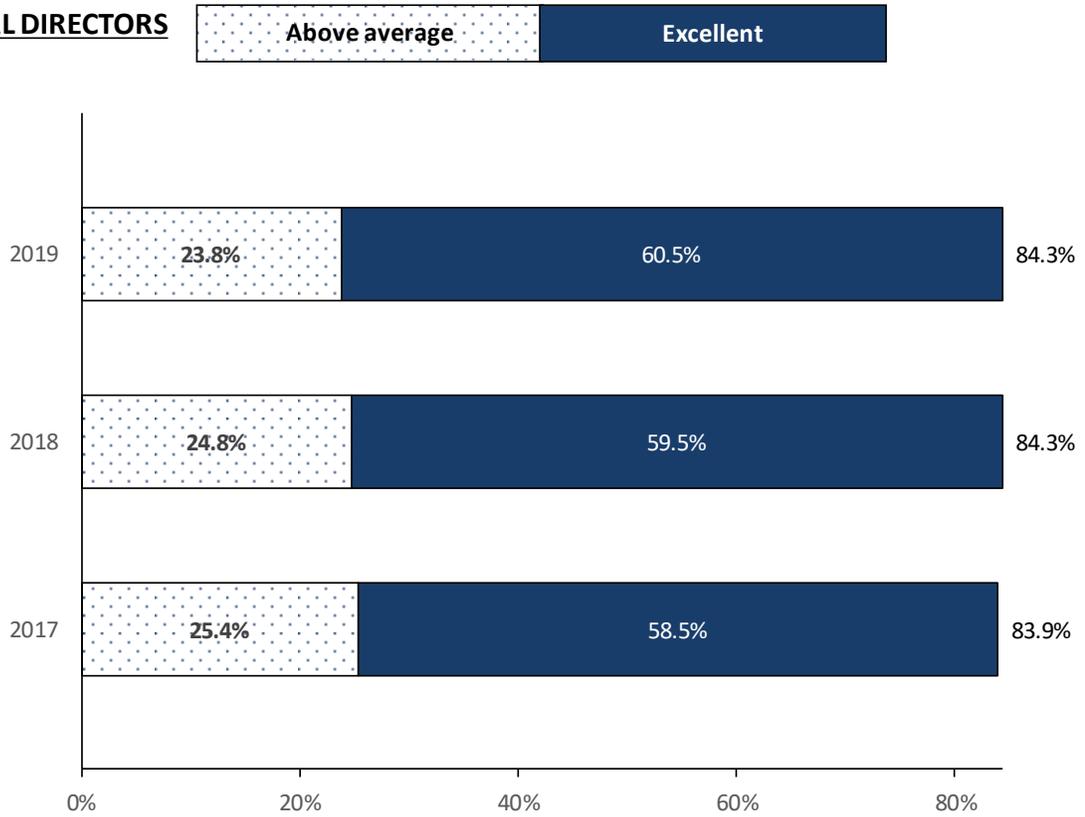
SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with the quality of VA headstones.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Quality of Products and Services

Question 20a. How would you rate the cut of the VA headstones or markers received compared to those in previous years?

FUNERAL DIRECTORS



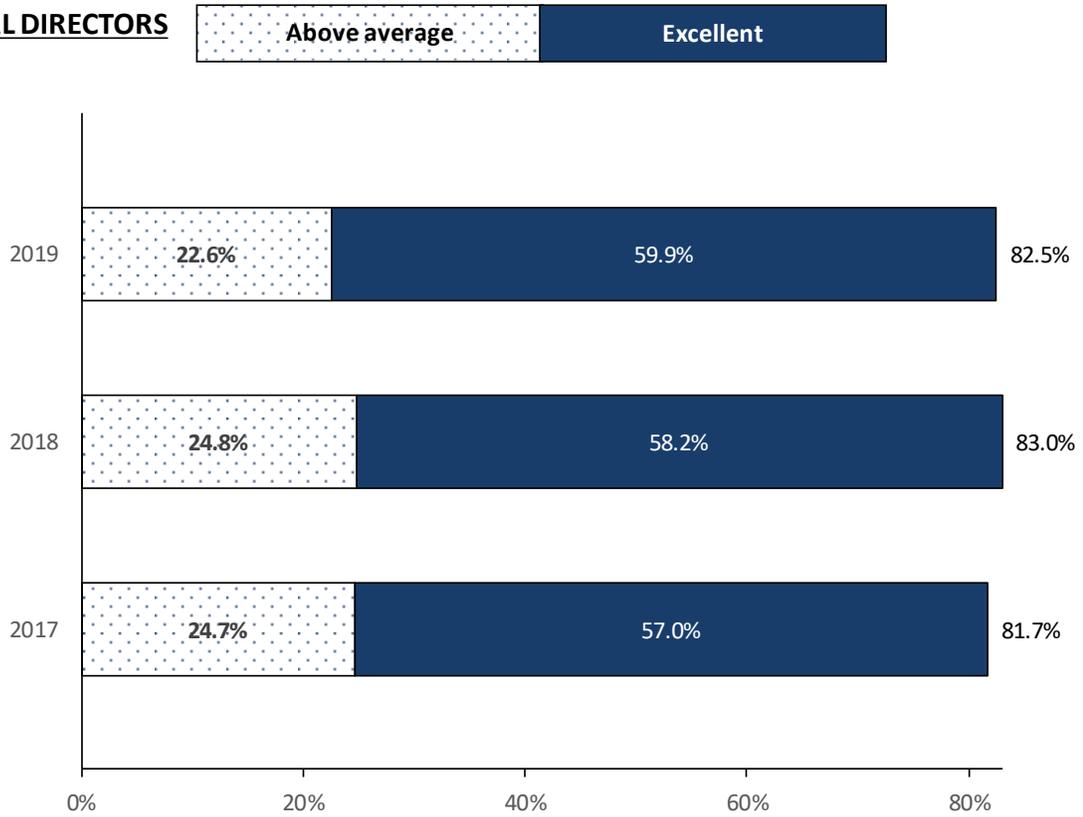
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2019	2059	60.5%	1.0%	23.8%	15.4%	0.2%	0.0%
	2018	2158	59.5%	1.0%	24.8%	15.5%	0.1%	0.0%
	2017	1083	58.5%	-0.2%	25.4%	15.8%	0.3%	0.0%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20b. How would you rate the polish of the VA headstones or markers received compared to those in previous years?

FUNERAL DIRECTORS



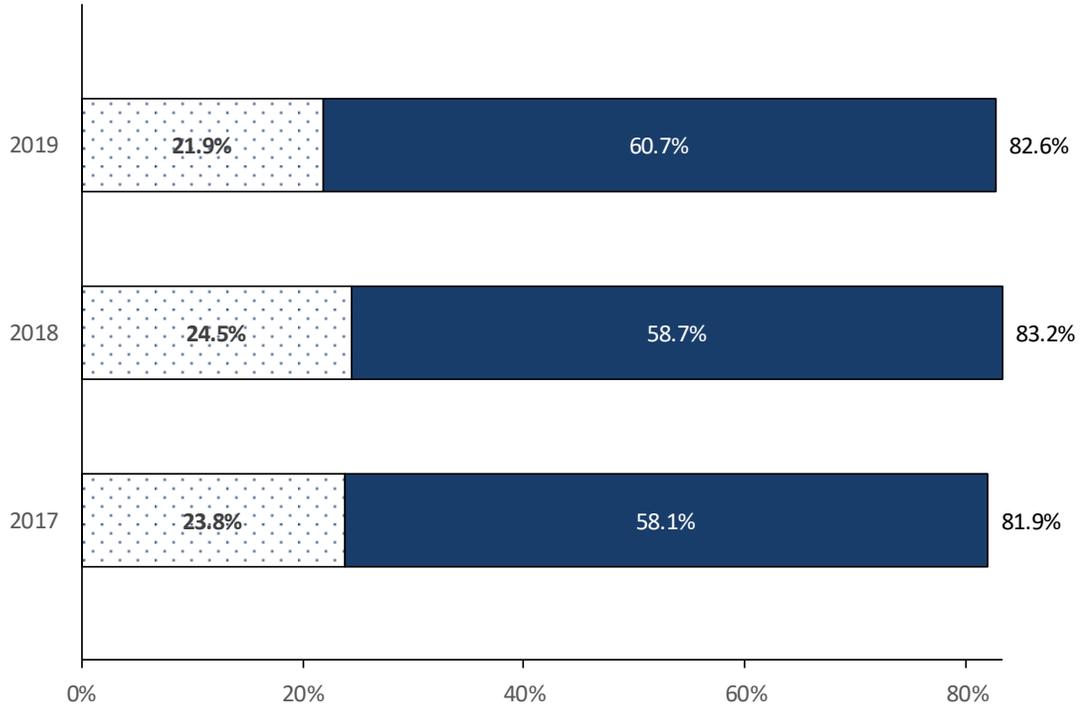
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2019	2044	59.9%	1.7%	22.6%	16.8%	0.7%	0.0%
	2018	2131	58.2%	1.2%	24.8%	16.6%	0.3%	0.1%
	2017	1074	57.0%	-0.4%	24.7%	17.4%	0.7%	0.3%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20c. How would you rate the color of the VA headstones or markers received compared to those in previous years?

FUNERAL DIRECTORS



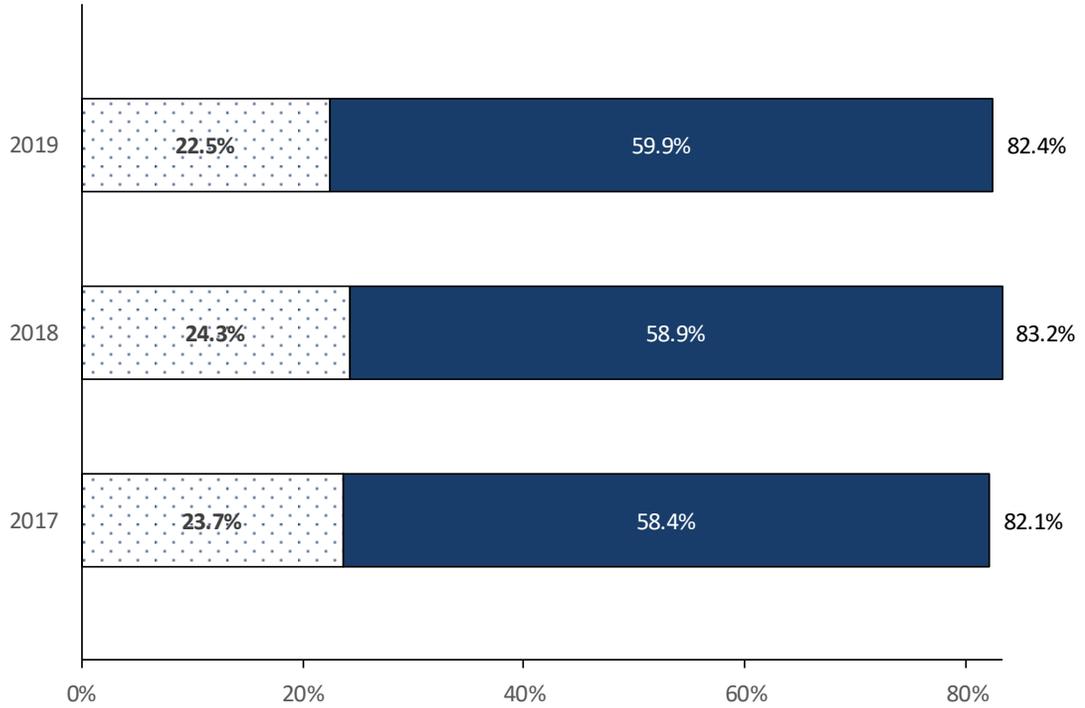
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2019	2049	60.7%	2.0%	21.9%	17.2%	0.2%	0.0%
	2018	2136	58.7%	0.6%	24.5%	16.5%	0.3%	0.0%
	2017	1079	58.1%	-0.2%	23.8%	17.7%	0.4%	0.0%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20d. How would you rate the finish of the stone of the VA headstones or markers received compared to those in previous years?

FUNERAL DIRECTORS



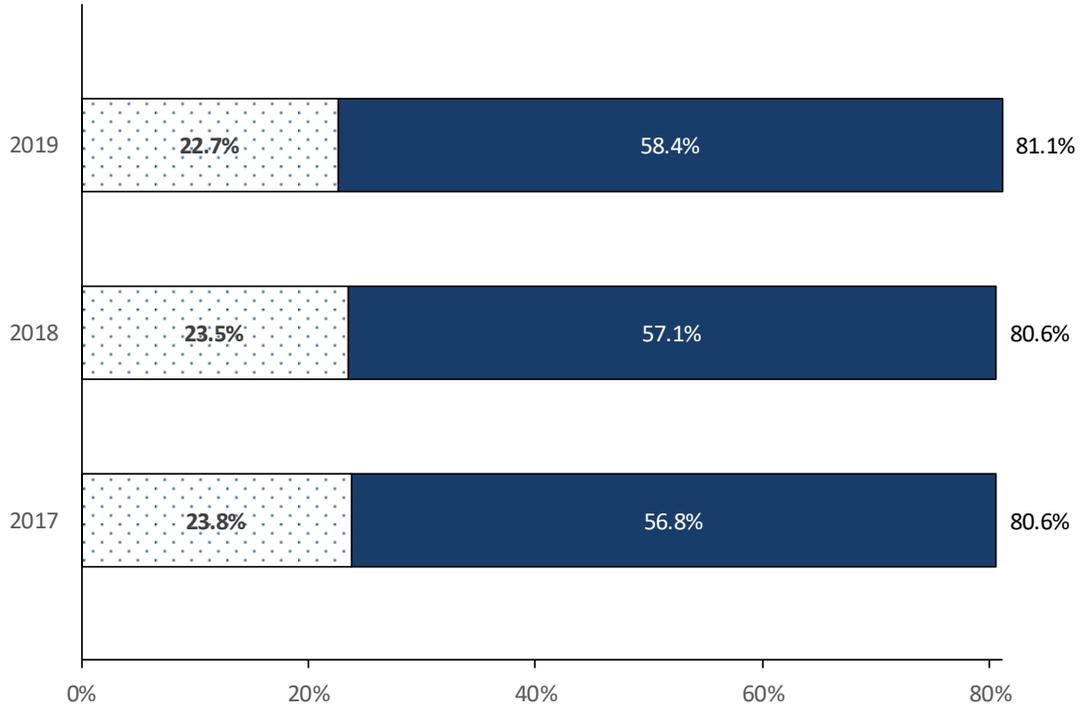
	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2019	2027	59.9%	1.0%	22.5%	17.2%	0.4%	0.0%
	2018	2116	58.9%	0.5%	24.3%	16.4%	0.4%	0.0%
	2017	1066	58.4%	0.1%	23.7%	17.1%	0.6%	0.2%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Quality of Products and Services

Question 20e. How would you rate the depth of inscription (stone only) of the VA headstones or markers received compared to those in previous years?

FUNERAL DIRECTORS



	Year	n	Excellent	*Change Score	Above average	Average	Below average	Extremely poor
FUNERAL DIRECTORS	2019	1845	58.4%	1.3%	22.7%	18.0%	0.8%	0.1%
	2018	1924	57.1%	0.3%	23.5%	18.8%	0.5%	0.1%
	2017	981	56.8%	0.2%	23.8%	18.8%	0.7%	0.0%

*The change scores represent the difference between the "Excellent" categories for the row year and the previous year.

Satisfaction with Delivery of Headstone, Marker or Medallion

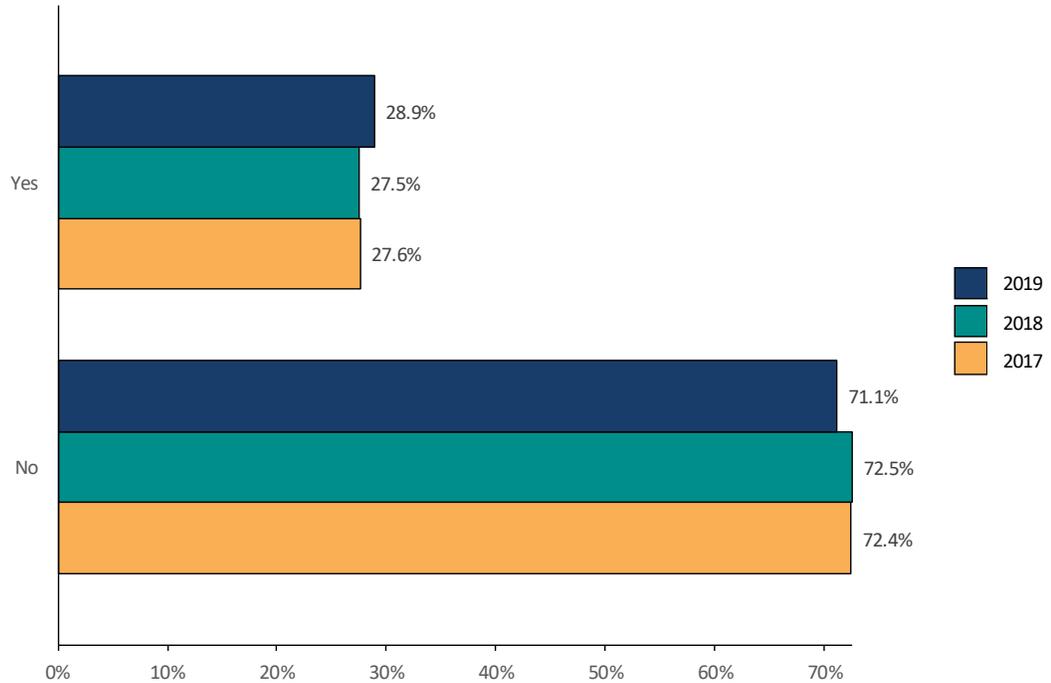
SECTION DESCRIPTION

- This section presents survey findings from funeral directors on their satisfaction with various MPS products. Satisfaction ratings are provided for headstones, markers, or medallions.
- Due to rounding, some percentages may not sum to 100%.

Satisfaction with Delivery of Headstone, Marker or Medallion

Question 16. Have you/your company ever had problems with a delivered headstone, marker or medallion?

FUNERAL DIRECTORS

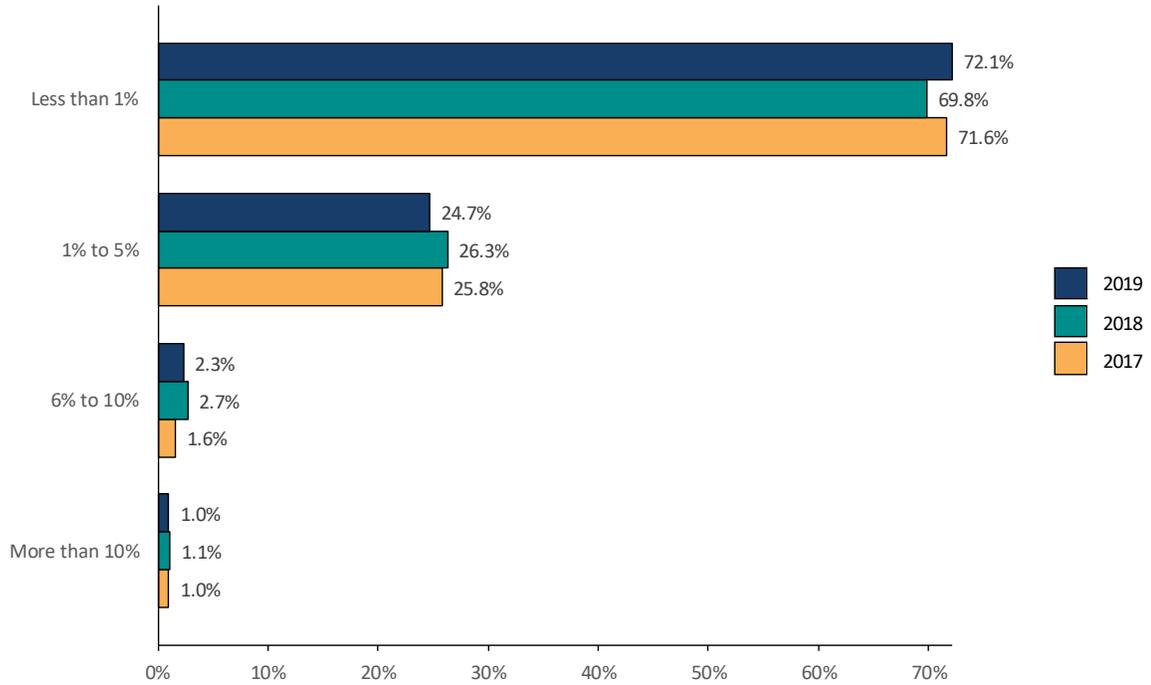


	Year	n	Yes	No
FUNERAL DIRECTORS	2019	2126	28.9%	71.1%
	2018	2241	27.5%	72.5%
	2017	1143	27.6%	72.4%

Satisfaction with Delivery of Headstone, Marker or Medallion

Question 17. About what percentage of the markers that you receive have problems?

FUNERAL DIRECTORS



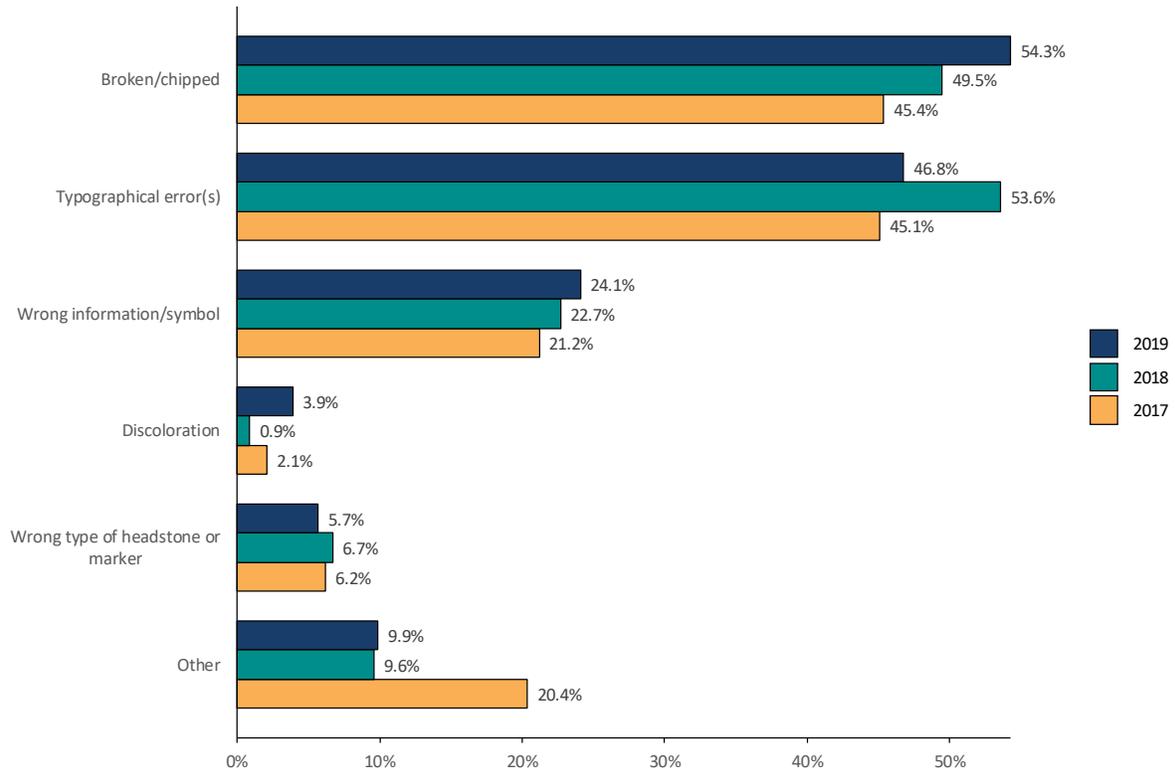
	Year	n	Less than 1%	1% to 5%	6% to 10%	More than 10%
FUNERAL DIRECTORS	2019	619	72.1%	24.7%	2.3%	1.0%
	2018	620	69.8%	26.3%	2.7%	1.1%
	2017	310	71.6%	25.8%	1.6%	1.0%

Only respondents that indicated "Yes" to Question 16 (FD) received this question.

Satisfaction with Delivery of Headstone, Marker or Medallion

Question 18. What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)

FUNERAL DIRECTORS



	Year	n	Broken/chipped	Typographical error(s)	Wrong information/symbol	Discoloration	Wrong type of headstone or marker	Other
FUNERAL DIRECTORS	2019	615	54.3%	46.8%	24.1%	3.9%	5.7%	9.9%
	2018	550	49.5%	53.6%	22.7%	0.9%	6.7%	9.6%
	2017	339	45.4%	45.1%	21.2%	2.1%	6.2%	20.4%

Only respondents that indicated "Yes" to Question 16 (FD) received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Presidential Memorial Certificate (PMC) and Additional Costs

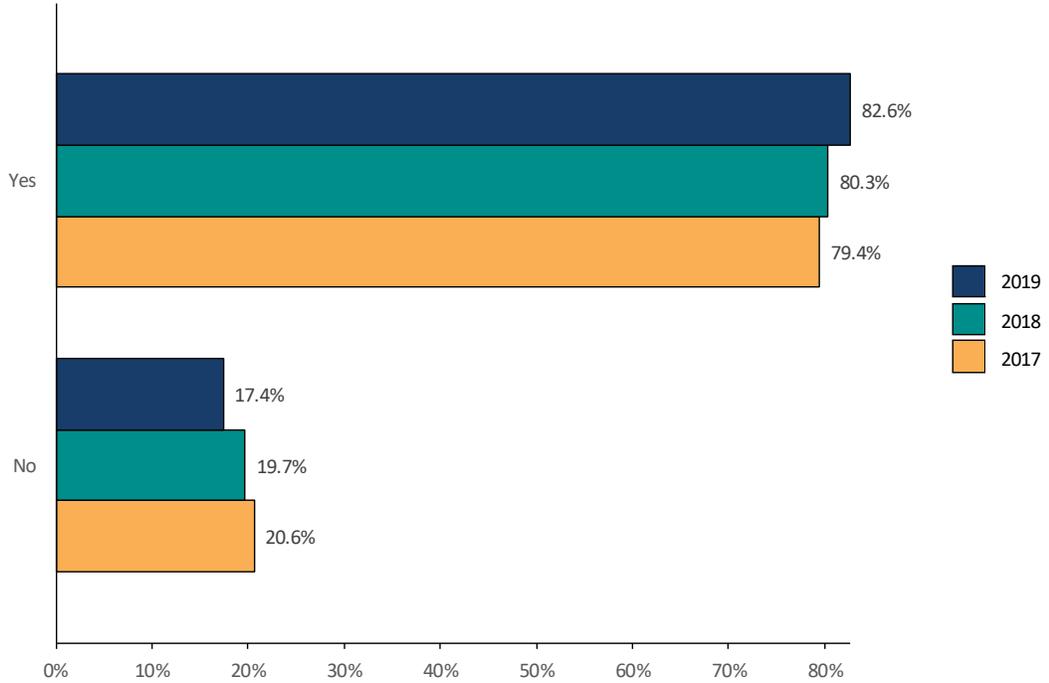
SECTION DESCRIPTION

- This section presents survey findings from next of kin and funeral directors on their satisfaction with the Presidential Memorial Certificate (PMC) and additional costs next of kin were required to pay regarding the government headstone, marker, or medallion.
- Due to rounding, some percentages may not sum to 100%.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 22. Are you aware of the Presidential Memorial Certificate (PMC) Program?

FUNERAL DIRECTORS

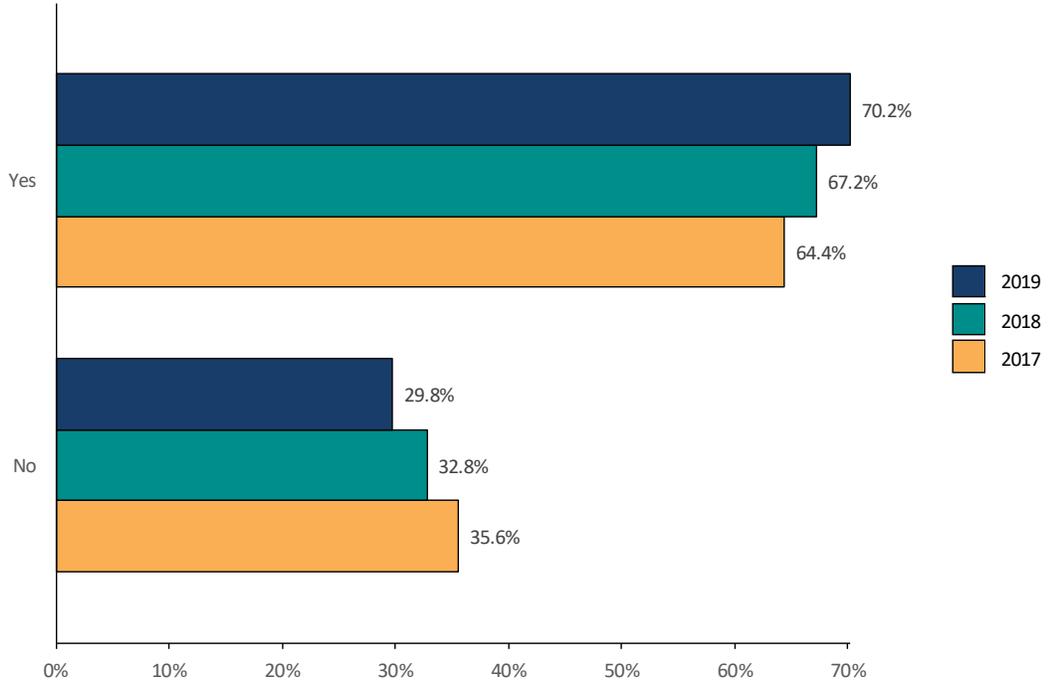


	Year	n	Yes	No
FUNERAL DIRECTORS	2019	2127	82.6%	17.4%
	2018	2264	80.3%	19.7%
	2017	1156	79.4%	20.6%

Presidential Memorial Certificate (PMC) and Additional Costs

Question 23. Do you typically inform your clients about the program?

FUNERAL DIRECTORS



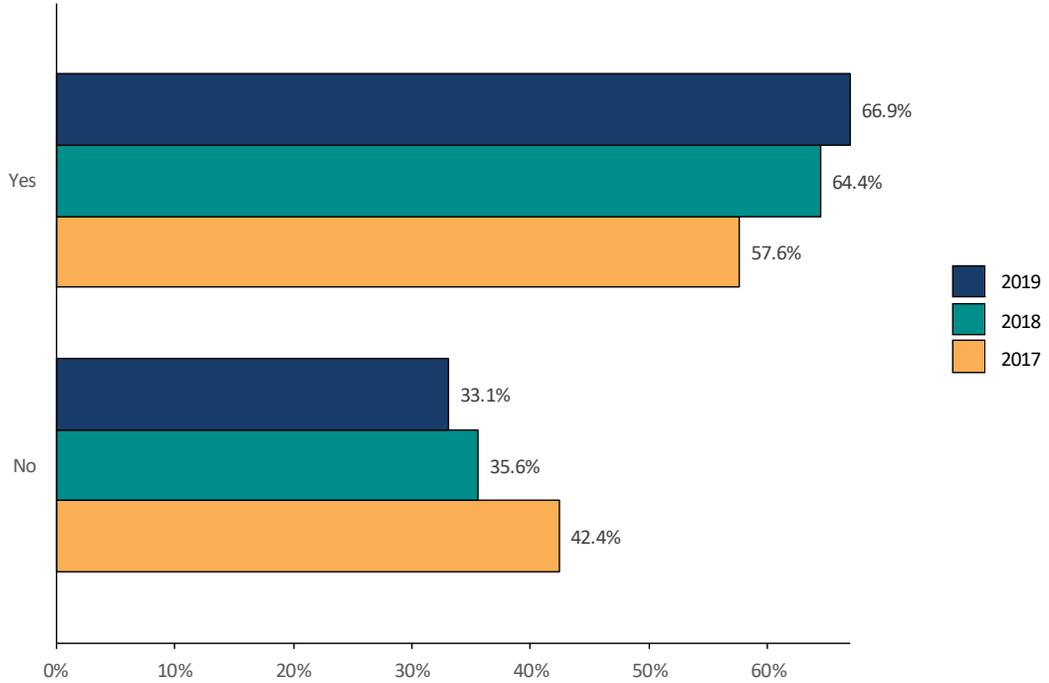
	Year	n	Yes	No
FUNERAL DIRECTORS	2019	1704	70.2%	29.8%
	2018	1755	67.2%	32.8%
	2017	884	64.4%	35.6%

Only respondents that indicated "Yes" to Question 22 (FD) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 24. Do you typically order the certificate(s) for your client?

FUNERAL DIRECTORS



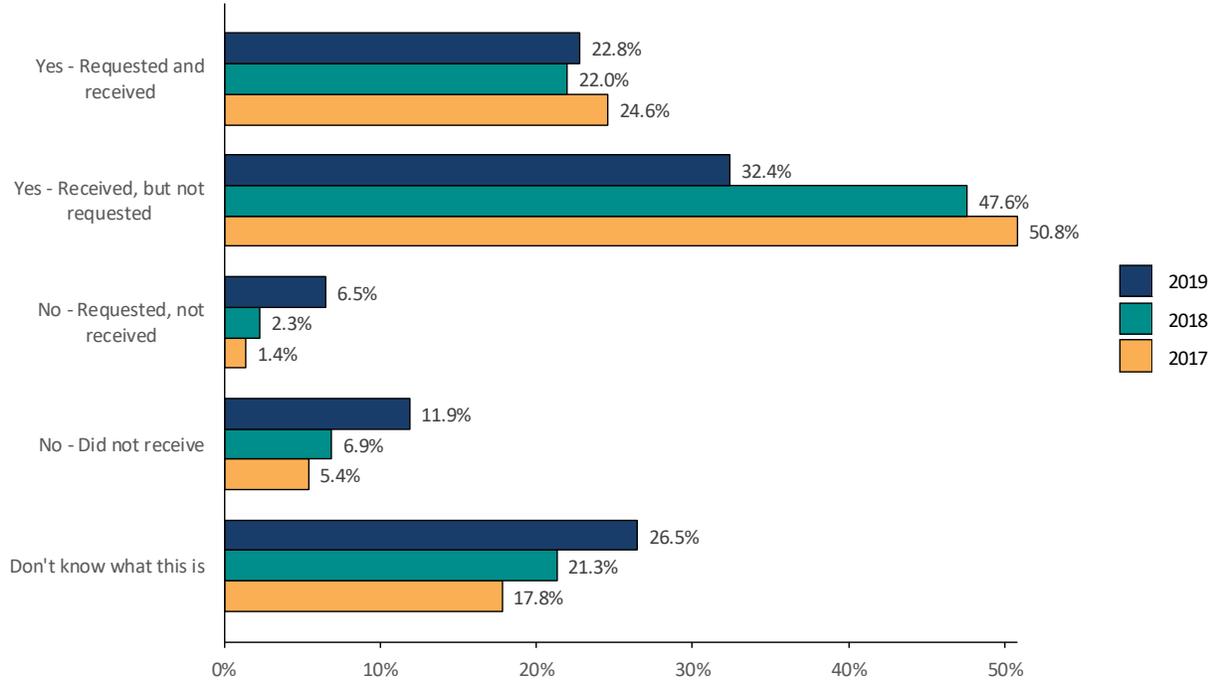
	Year	n	Yes	No
FUNERAL DIRECTORS	2019	1702	66.9%	33.1%
	2018	1751	64.4%	35.6%
	2017	884	57.6%	42.4%

Only respondents that indicated "Yes" to Question 22 (FD) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 21. Did you order and/or receive a Presidential Memorial Certificate (PMC)?

NEXT OF KIN

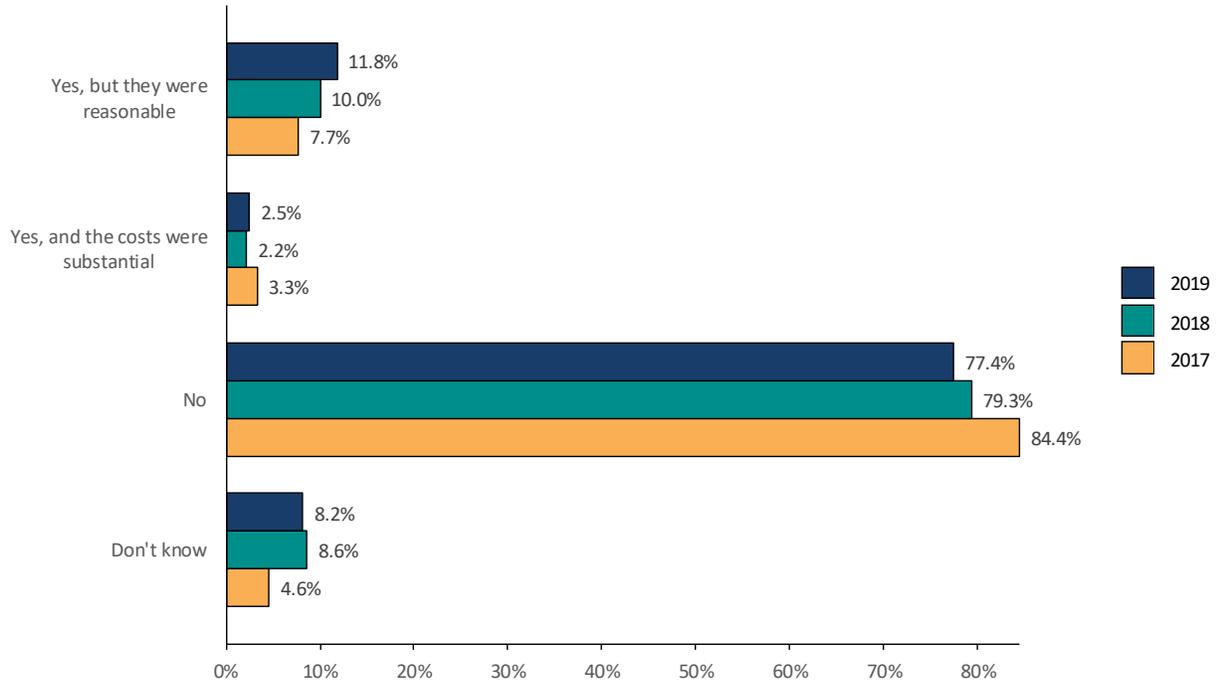


	Year	n	Yes - Requested and received	Yes - Received, but not requested	No - Requested, not received	No - Did not receive	Don't know what this is
NEXT OF KIN	2019	2885	22.8%	32.4%	6.5%	11.9%	26.5%
	2018	2587	22.0%	47.6%	2.3%	6.9%	21.3%
	2017	1296	24.6%	50.8%	1.4%	5.4%	17.8%

Presidential Memorial Certificate (PMC) and Additional Costs

Question 24. Were you required to pay any fees regarding your government headstone, marker, or medallion?

NEXT OF KIN

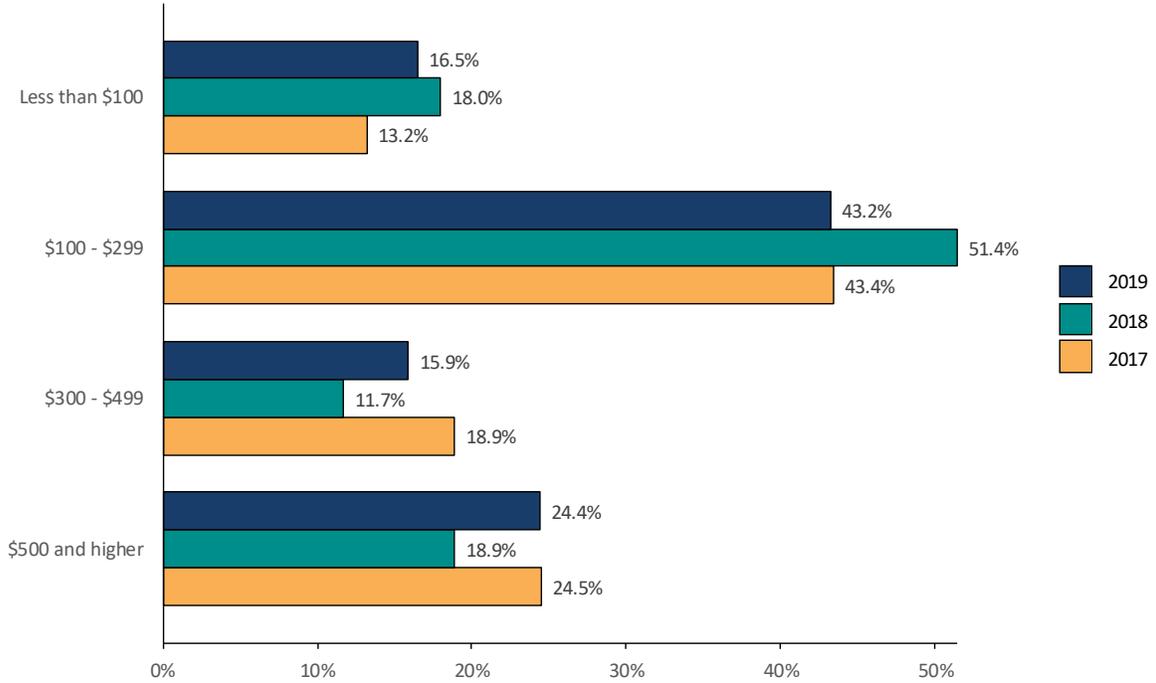


	Year	n	Yes, but they were reasonable	Yes, and the costs were substantial	No	Don't know
NEXT OF KIN	2019	2922	11.8%	2.5%	77.4%	8.2%
	2018	2593	10.0%	2.2%	79.3%	8.6%
	2017	1318	7.7%	3.3%	84.4%	4.6%

Presidential Memorial Certificate (PMC) and Additional Costs

Question 25. If you ordered a Bronze marker, what amount were you required to pay?

NEXT OF KIN



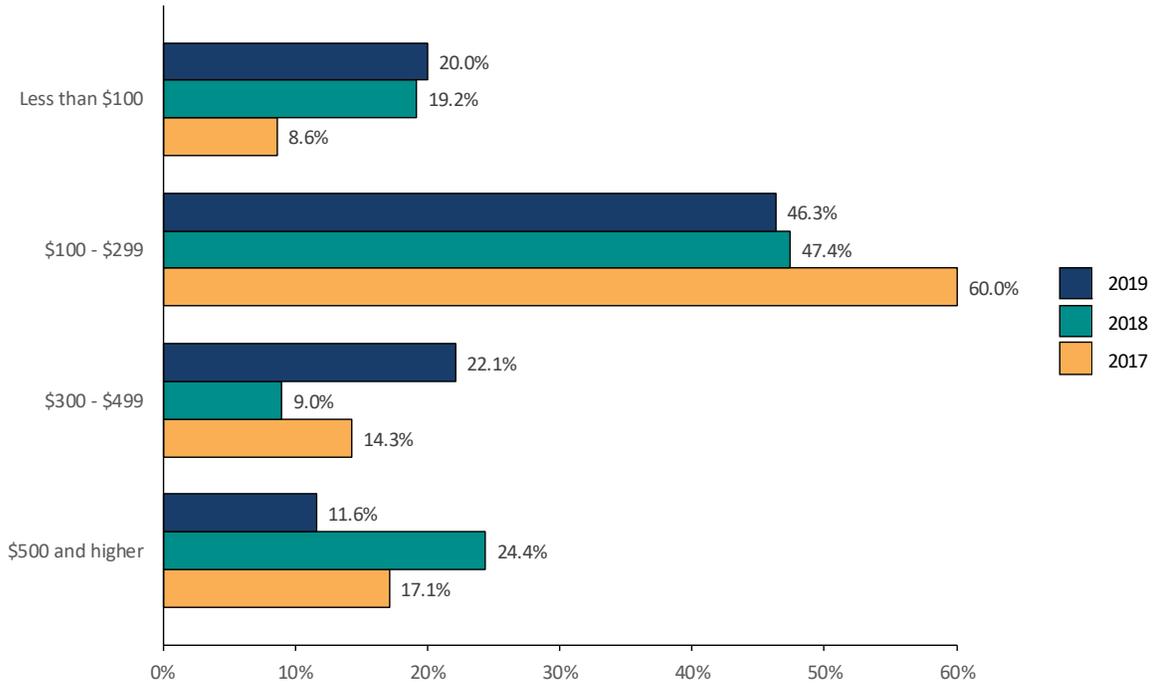
	Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
NEXT OF KIN	2019	176	16.5%	43.2%	15.9%	24.4%
	2018	111	18.0%	51.4%	11.7%	18.9%
	2017	53	13.2%	43.4%	18.9%	24.5%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 24 (NoK) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 26. If you ordered a Granite/Marble headstone or marker, what amount were you required to pay?

NEXT OF KIN



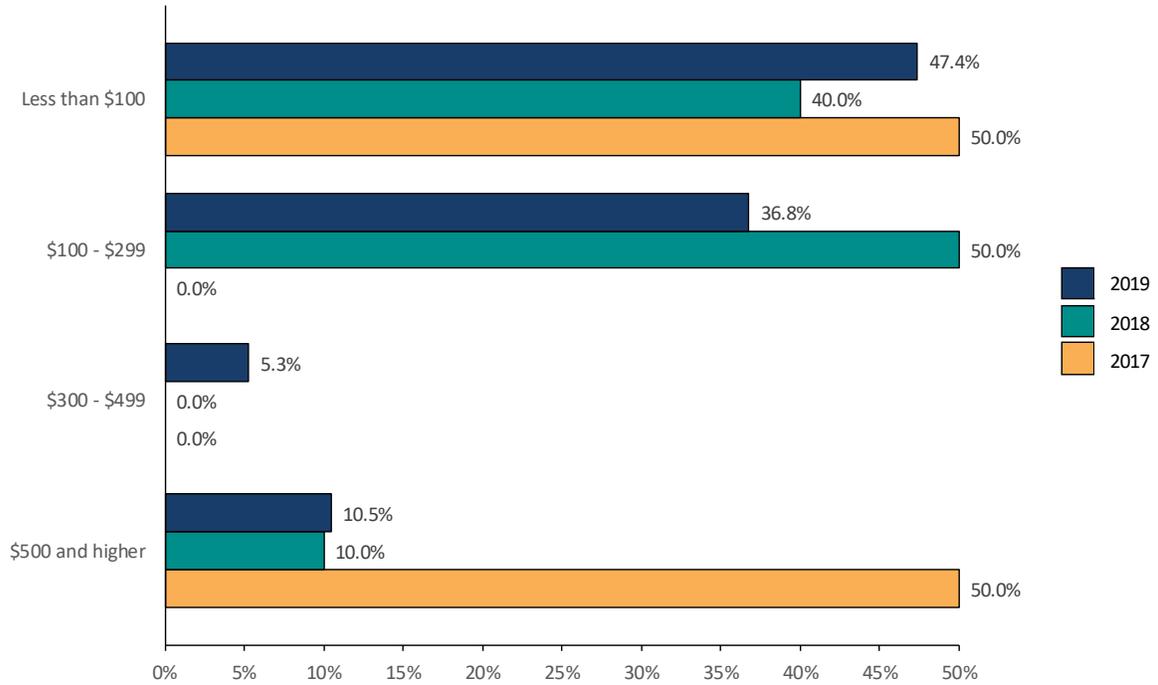
	Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
NEXT OF KIN	2019	95	20.0%	46.3%	22.1%	11.6%
	2018	78	19.2%	47.4%	9.0%	24.4%
	2017	35	8.6%	60.0%	14.3%	17.1%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 24 (NoK) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 27. If you ordered a Bronze Medallion, what amount were you required to pay?

NEXT OF KIN



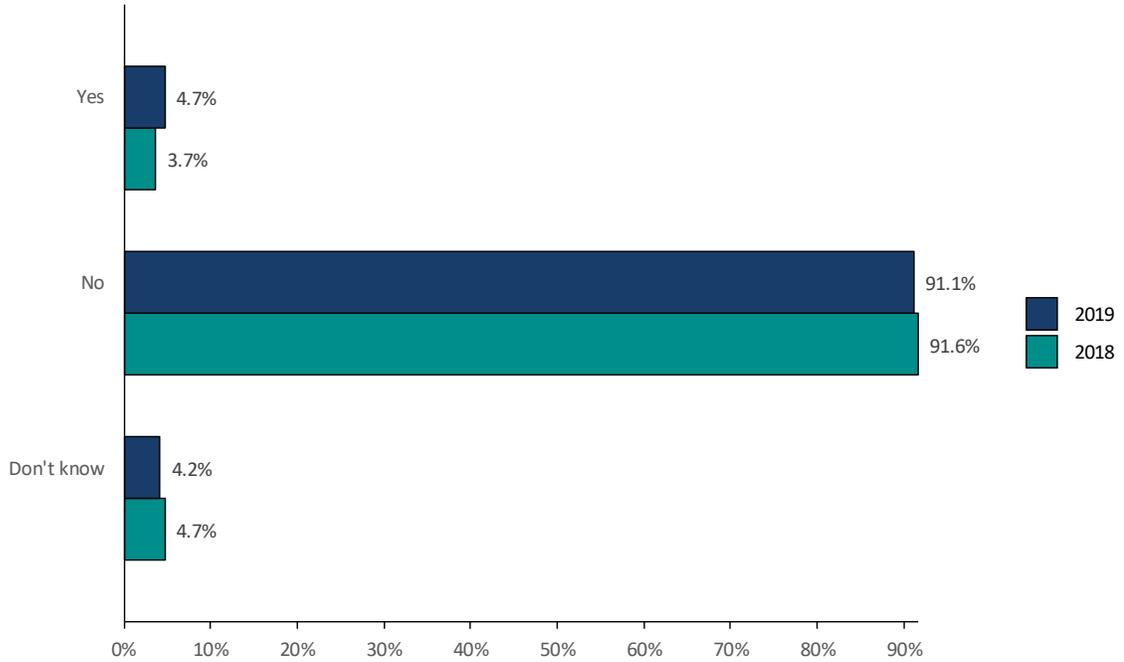
	Year	n	Less than \$100	\$100 - \$299	\$300 - \$499	\$500 and higher
NEXT OF KIN	2019	19	47.4%	36.8%	5.3%	10.5%
	2018	10	40.0%	50.0%	0.0%	10.0%
	2017	2	50.0%	0.0%	0.0%	50.0%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 24 (NoK) received this question.

Presidential Memorial Certificate (PMC) and Additional Costs

Question 28. Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?

NEXT OF KIN



	Year	n	Yes	No	Don't know
NEXT OF KIN	2019	384	4.7%	91.1%	4.2%
	2018	297	3.7%	91.6%	4.7%

Only respondents who indicated "Yes, but they were reasonable" or "Yes, and the costs were substantial" to Question 24 (NoK) received this question.

Appendix A: Respondent Characteristics

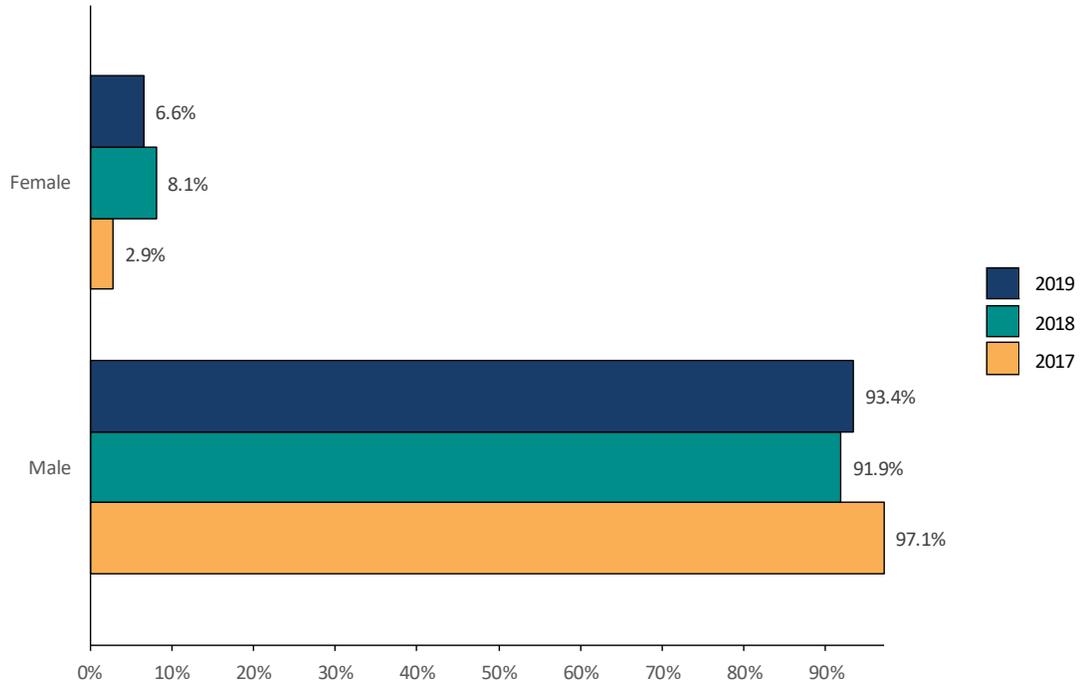
SECTION DESCRIPTION

- This section presents survey findings from next of kin on self-reported demographics. Responses are provided on gender, race and relationship to the next of kin's loved one.
- Due to rounding, some percentages may not sum to 100%.

Appendix A: Respondent Characteristics

Question 29. What was the gender of your loved one?

NEXT OF KIN

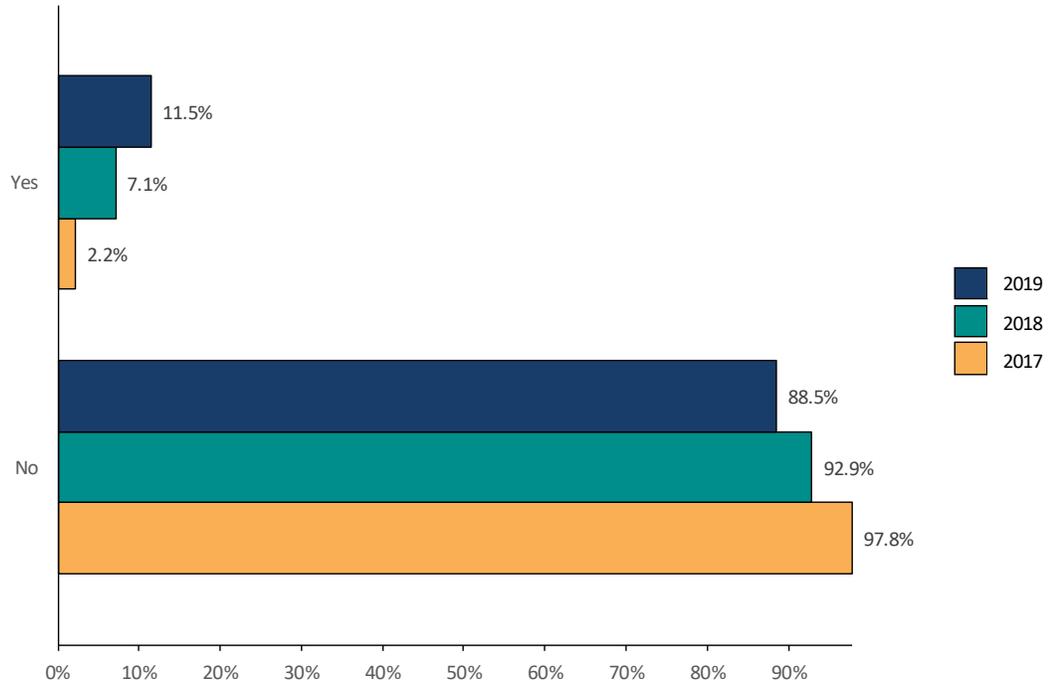


	Year	n	Female	Male
NEXT OF KIN	2019	2983	6.6%	93.4%
	2018	2633	8.1%	91.9%
	2017	1329	2.9%	97.1%

Appendix A: Respondent Characteristics

Question 30. Was your loved one Hispanic or Latino?

NEXT OF KIN

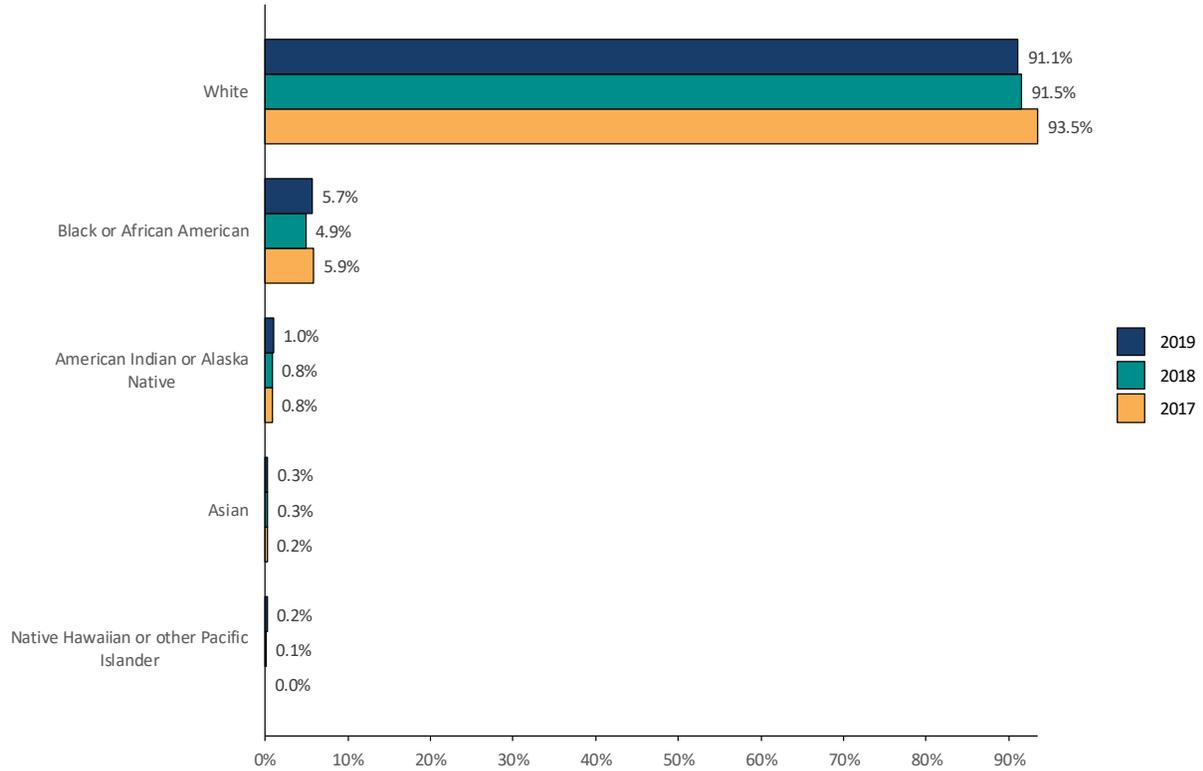


	Year	n	Yes	No
NEXT OF KIN	2019	2923	11.5%	88.5%
	2018	2581	7.1%	92.9%
	2017	1318	2.2%	97.8%

Appendix A: Respondent Characteristics

Question 31. What was the race of your loved one? (Mark one or more)

NEXT OF KIN



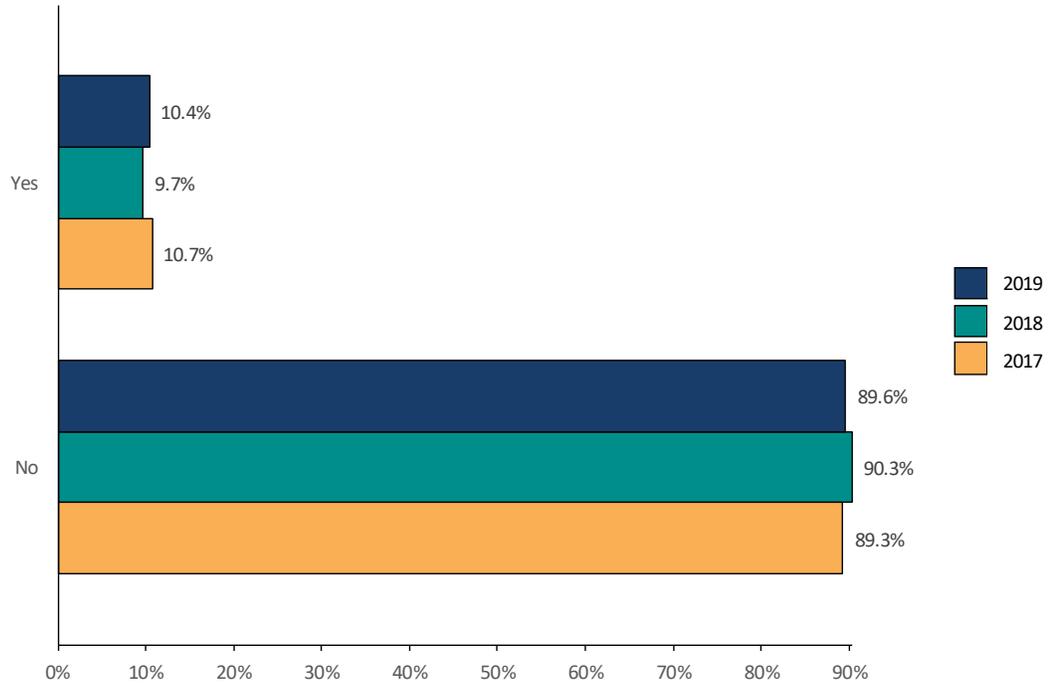
	Year	n	White	Black or African American	American Indian or Alaska Native	Asian	Native Hawaiian or other Pacific Islander
NEXT OF KIN	2019	3008	91.1%	5.7%	1.0%	0.3%	0.2%
	2018	2555	91.5%	4.9%	0.8%	0.3%	0.1%
	2017	1329	93.5%	5.9%	0.8%	0.2%	0.0%

Note: As respondents could select more than one response option, percentages may not sum to 100.

Appendix A: Respondent Characteristics

Question 32. Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?

NEXT OF KIN

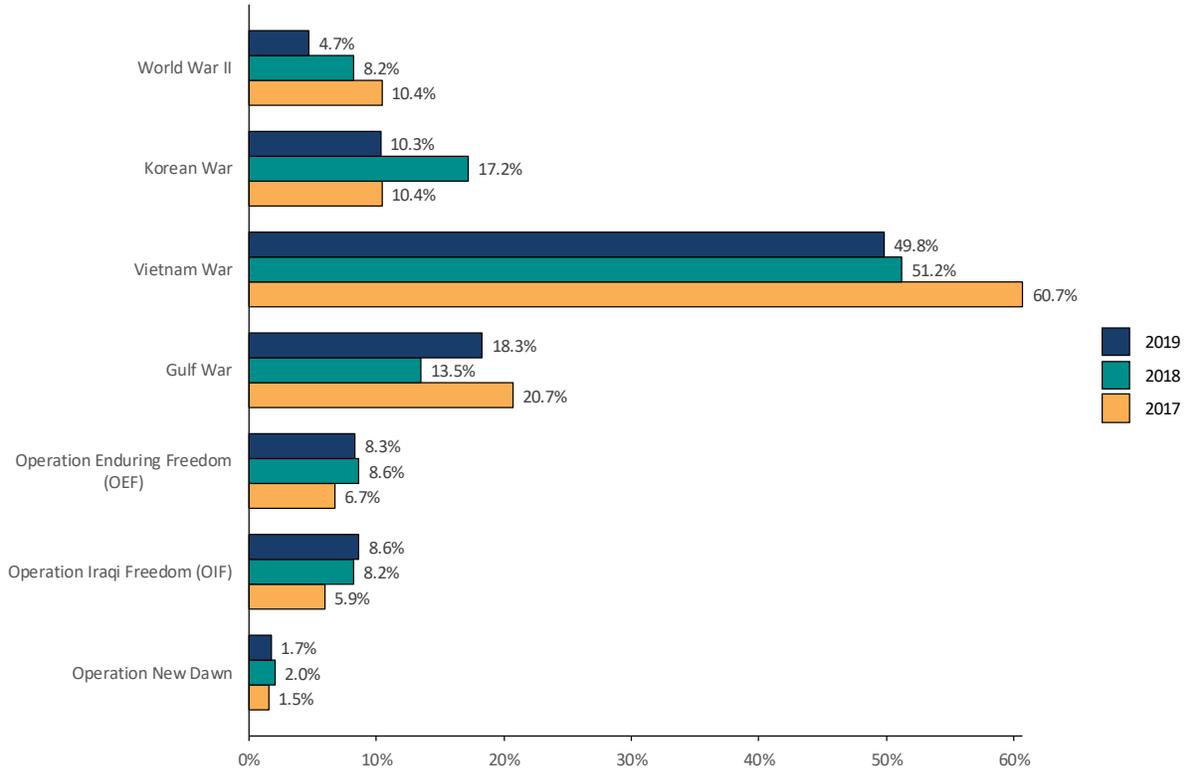


	Year	n	Yes	No
NEXT OF KIN	2019	2952	10.4%	89.6%
	2018	2651	9.7%	90.3%
	2017	1322	10.7%	89.3%

Appendix A: Respondent Characteristics

Question 33. Which of the following war eras did you serve in? (Mark all that apply)

NEXT OF KIN



	Year	n	World War II	Korean War	Vietnam War	Gulf War	Operation Enduring Freedom (OEF)	Operation Iraqi Freedom (OIF)	Operation New Dawn
NEXT OF KIN	2019	301	4.7%	10.3%	49.8%	18.3%	8.3%	8.6%	1.7%
	2018	244	8.2%	17.2%	51.2%	13.5%	8.6%	8.2%	2.0%
	2017	135	10.4%	10.4%	60.7%	20.7%	6.7%	5.9%	1.5%

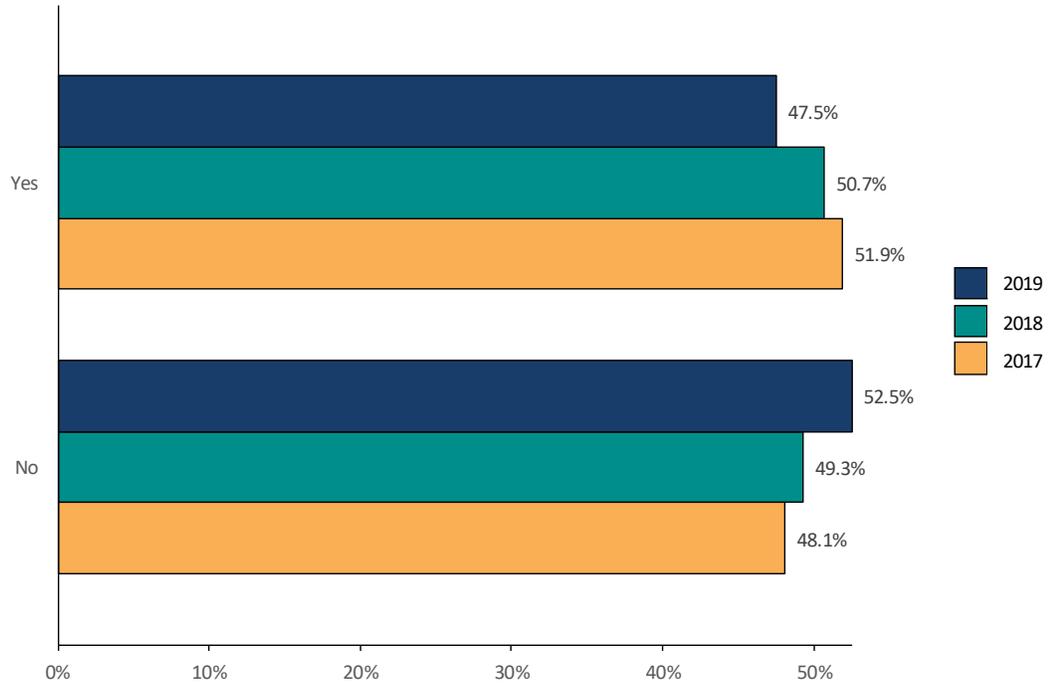
Only respondents that indicated "Yes" to Question 32 (NoK) received this question.

Note: As respondents could select more than one response option, percentages may not sum to 100.

Appendix A: Respondent Characteristics

Question 35. Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?

NEXT OF KIN



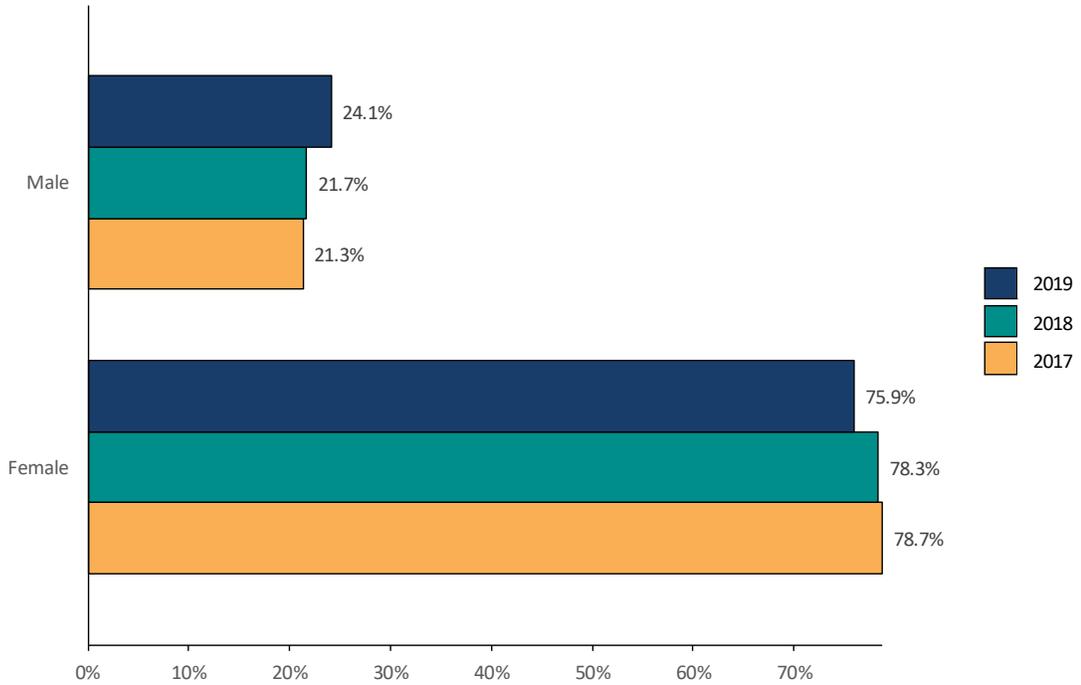
	Year	n	Yes	No
NEXT OF KIN	2019	40	47.5%	52.5%
	2018	67	50.7%	49.3%
	2017	27	51.9%	48.1%

Only respondents that indicated "Yes" to Questions 32 and 34 (NoK) received this question.

Appendix A: Respondent Characteristics

Question 36. What is your gender?

NEXT OF KIN

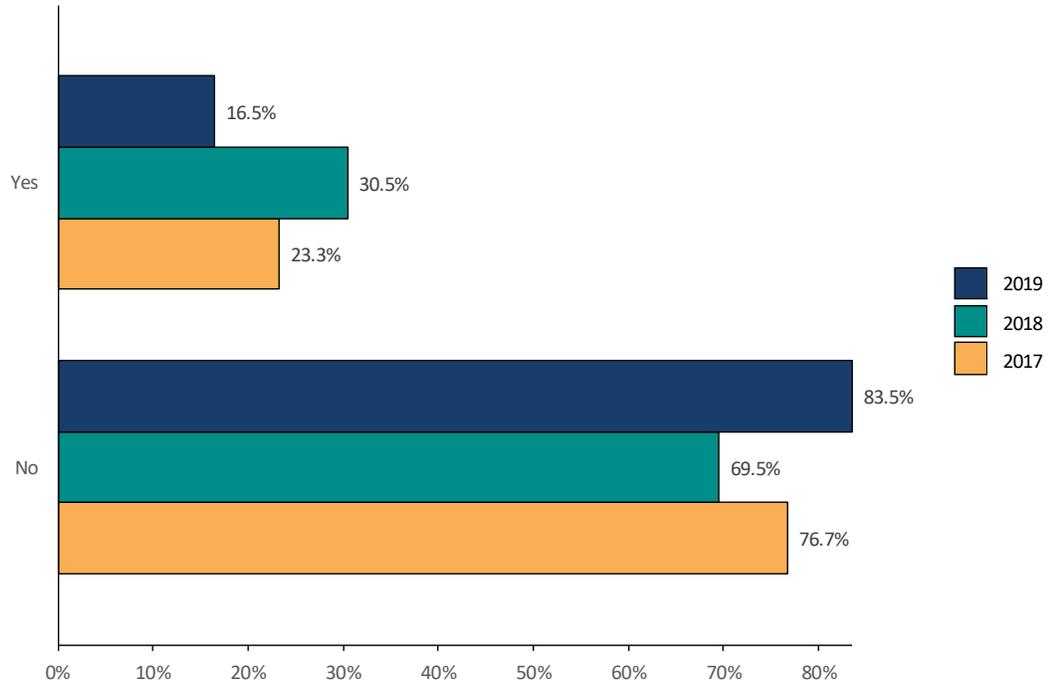


	Year	n	Male	Female
NEXT OF KIN	2019	2835	24.1%	75.9%
	2018	2621	21.7%	78.3%
	2017	1322	21.3%	78.7%

Appendix A: Respondent Characteristics

Question 34. Was your loved one your spouse?

NEXT OF KIN

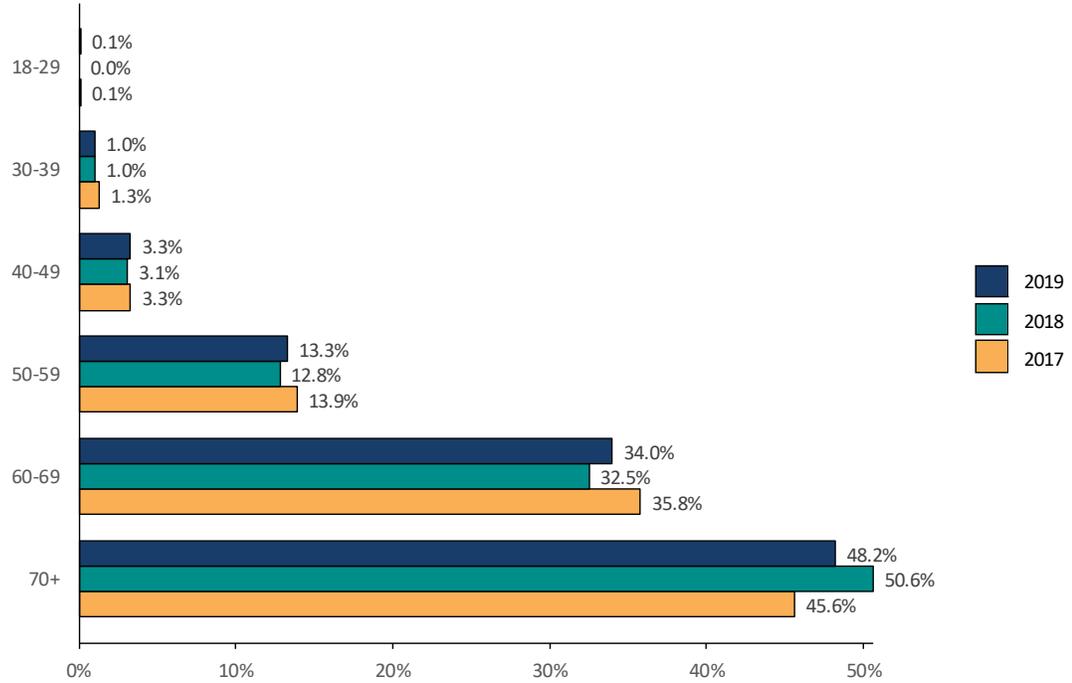


	Year	n	Yes	No
NEXT OF KIN	2019	273	16.5%	83.5%
	2018	239	30.5%	69.5%
	2017	133	23.3%	76.7%

Appendix A: Respondent Characteristics

Question 37. In what year were you born?

NEXT OF KIN



	Year	n	18-29	30-39	40-49	50-59	60-69	70+
NEXT OF KIN	2019	2655	0.1%	1.0%	3.3%	13.3%	34.0%	48.2%
	2018	2511	0.0%	1.0%	3.1%	12.8%	32.5%	50.6%
	2017	1334	0.1%	1.3%	3.3%	13.9%	35.8%	45.6%

Appendix B: Methodology and Survey Instruments

SECTION DESCRIPTION

- Presented within this appendix is a description of the methodology used to develop and administer the 2019 Memorial Products Service Survey.
- Details about the survey development, the sampling procedure, and the mailing protocol are included.
- Details about the overall survey response rate are included.
- Finally, this section summarizes the types and number of calls received in the toll-free assistance line established to respond to survey respondents' questions or concerns about the study.

Appendix B: Methodology and Survey Instruments

Project Background

To better assess satisfaction with services provided by VA's Memorial Products Service (MPS) and to measure process performance, the National Cemetery Administration (NCA) Office of Finance and Planning contracted with Vistra, a communications strategy and professional solutions firm, to conduct the 2019 Satisfaction with VA Memorial Products Service Survey. The 2019 survey represents the tenth national administration of this satisfaction survey and the sixth time a web survey option was offered to respondents.

The MPS survey was administered to next of kin and funeral directors from October 15, 2018 to July 2, 2019, and to funeral directors from March 1, 2019 to July 2, 2019. Mailing data was extracted from NCA's Automated Monument Application System (AMAS) database and the Burial Operations Support System (BOSS).

Vistra sent surveys to 6,745 next of kin who had ordered an MPS product during the time period of February 1, 2018 through January 31, 2019.

Surveys were also mailed to 12,610 funeral directors who had worked with national, private, and State or Tribal Veterans Cemeteries during the designated period of time.

This appendix presents the detailed methodology used to conduct the 2019 Memorial Products Service Survey of Satisfaction. It is presented in the following sections:

- Survey Development
- Sampling
- Mailing Protocol and Schedule
- National Response Rates
- Toll-free Assistance Line

Appendix B: Methodology and Survey Instruments

Survey Development

Areas addressed by the VA's Memorial Products Service Survey include:

- Determine who assists the next of kin with the application
- Determine the extent to which the next of kin was aware of the inscription policy
- Determine the quality level of the marker and inscription
- Determine cycle delivery time
- Determine the level of customer service for the call center
- Determine level of knowledge, satisfaction with, and quality of the Presidential Memorial Certificate (PMC) program and certificate.

One modification was made to the 2018 next of kin survey instrument to develop the 2019 version. This modification included the addition of the following text to page 4 of the survey: *For information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.*

The final 2019 questionnaire included a total of 38 questions for next of kin, and 26 questions for funeral directors.

Appendix B: Methodology and Survey Instruments

Sampling

Vistra developed a sampling plan that determined the sample size needed from next of kin to collect data on each of VA's Memorial Products. A representative random sample of next of kin by quarter and marker type (bronze and non-bronze) was drawn to yield valid national data at the 95 percent confidence level, assuming a 30 percent response rate.

Vistra sent surveys to 6,745 next of kin who had an experience with VA's Memorial Products Service in the past year.

Vistra sent surveys to 12,610 funeral directors. All unique funeral homes who (1) assisted with interments at national cemeteries from February 2018 to January 2019; (2) assisted with interments at State or Tribal Veterans Cemeteries during that same period; or (3) who assisted with obtaining memorial products for interments during that period were mailed a survey.

Vistra mailed each funeral director three survey instruments contained in one physical survey package: The National Cemeteries Satisfaction Survey, the State or Tribal Veterans Cemeteries Survey, and the Memorial Products Service Survey. Funeral directors were asked to complete all sections applicable to their experience.

Appendix B: Methodology and Survey Instruments

Mailing Protocol and Schedule

This year, for the first time, a quarterly mailing of the next of kin survey was implemented rather than one annual mailing. As a result, NCA is surveying next of kin within three to six months of the product order date.

The quarterly mailings included the following months of interment:

Quarter 1	Quarter 2	Quarter 3	Quarter 4
February 2018	May 2018	August 2018	November 2018
March 2018	June 2018	September 2018	December 2018
April 2018	July 2018	October 2018	January 2019

The mailing protocol consisted of four next of kin mailings and one funeral director mailing. Each mailing consisted of three waves. The three waves included:

- Wave 1: A copy of the questionnaire, a return envelope, and a cover letter signed by the Executive Director of Field Programs for NCA, requesting their participation.
- Wave 2: A second copy of the questionnaire, a return envelope, and a cover letter.
- Wave 3: A reminder/thank you/focus group postcard.

In addition to the traditional reminder and thank you postcard, this year’s postcard included an invitation to participate in a focus group as the NCA seeks to gather more qualitative insights on customer experience. Next of kin and funeral directors were instructed to provide their contact information and how they would be willing to participate (i.e. online, by phone, or in person) and return the postage-paid postcard in the mail.

Residents of Puerto Rico were mailed Spanish-language materials. Spanish surveys were sent to 614 next of kin and 175 funeral directors.

The mailings took place according to the following schedule:

MAILING SCHEDULE	NOK Quarter 1	NOK Quarter 2	NOK Quarter 3	NOK Quarter 4	Funeral Directors
Wave 1: First questionnaire	10/15/2018	11/01/2018	02/01/2019	05/01/2019	03/01/2019
Wave 2: Second questionnaire	11/28/2018	12/21/2018	03/14/2019	06/06/2019	04/12/2019
Wave 3: Postcard	12/26/2018	01/09/2019	04/04/2019	06/21/2019	05/03/2019
Closed Field Date	07/02/2019				

Appendix B: Methodology and Survey Instruments

Toll-Free Assistance Line

To facilitate response during the survey administration period, Vistra maintained a survey-specific, dedicated, toll-free line where respondents could leave questions. A live agent returned all survey-related calls within 24 hours or the next business day.

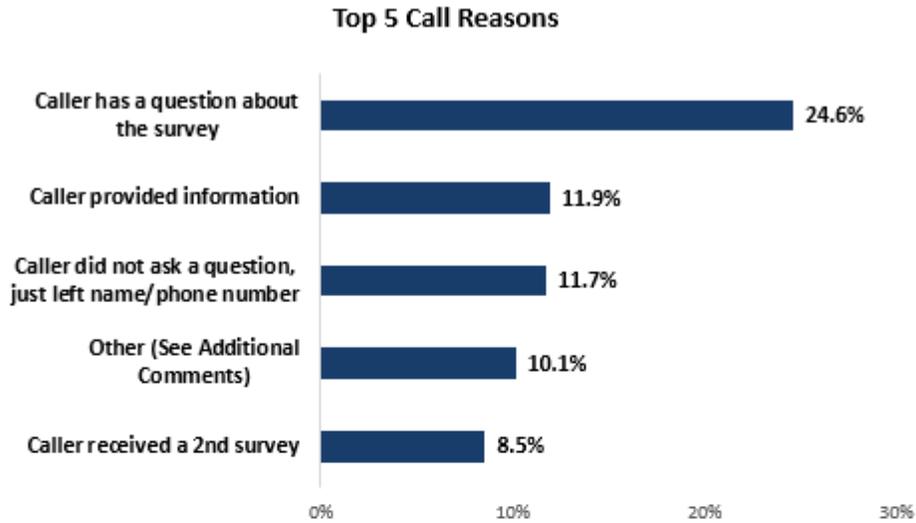
Overall, during the survey administration period 504 respondents called the help line with questions pertaining to the three 2019 NCA Customer Satisfaction Surveys. Calls were fielded from October 18, 2018 through July 3, 2019.

The majority of calls received pertained to one of the following:

- Survey-related questions
 - Questions varied by caller, but common themes included how to answer a particular question, not understanding terminology on the survey, not understanding the difference between a “national” and “state or tribal” cemetery, and inquiries on whether they could take the survey on behalf of next of kin (deceased or unable to take it).
- Provided information
 - Callers provided general information about the status of their survey. This information included if they sent in the survey, when they would send the survey, or why they would not be completing the survey.
- Request to not be contacted
 - Callers requested to be removed from the mailing list for the following reasons: they completed the survey and received a second survey or postcard, they did not want to participate in the survey, or because the next of kin is deceased.
- NCA-related questions and comments
 - Questions varied by caller, but common themes included requesting a Presidential Memorial Certificate, questions or comments about the interment service, and questions or comments about the headstone, marker, or medallion.

Appendix B: Methodology and Survey Instruments

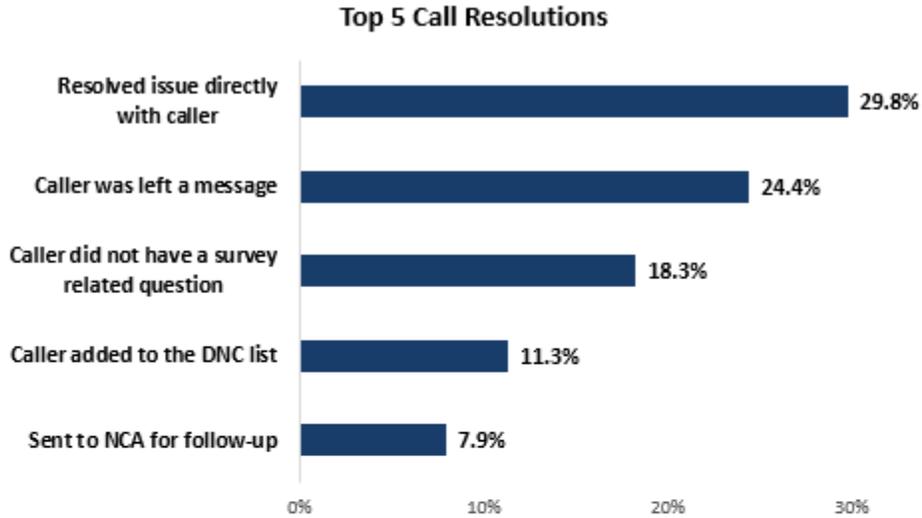
The below chart and table show the call reasons.



Reason for Calls	n	Percent
Caller has a question about the survey	124	24.6%
Caller provided information	60	11.9%
Caller did not ask a question, just left name/phone number	59	11.7%
Other (See Additional Comments)	51	10.1%
Caller received a 2nd survey	43	8.5%
Do not call or survey	36	7.1%
Sent in/completed survey	37	7.3%
Caller received the postcard	27	5.4%
Caller requested a paper survey	13	2.6%
NOK is deceased	11	2.2%
Caller did not get the survey, just the postcard	9	1.8%
Online survey issue	9	1.8%
Change of name/address	10	2.0%
Caller is not able to fill out the survey because of mental or physical	6	1.2%
3-digit code requested	5	1.0%
Caller needs return envelope/address	4	0.8%
Grand Total	504	100.0%

Appendix B: Methodology and Survey Instruments

The below chart and table show the call resolutions.



Resolutions	n	Percent
Resolved issue directly with caller	150	29.8%
Caller was left a message	123	24.4%
Caller did not have a survey related question	92	18.3%
Caller added to the DNC list	57	11.3%
Sent to NCA for follow-up	40	7.9%
Other (See Additional Comments)	27	5.4%
Unable to contact	14	2.8%
Sent to Spanish Consultant	1	0.2%
Grand Total	504	100.0%

Appendix B: Methodology and Survey Instruments

OMB Control Number 2900-0571
Estimated Completion Time: 20 Minutes

U.S. DEPARTMENT OF VETERANS AFFAIRS NATIONAL CEMETERY ADMINISTRATION

VA Memorial Products: 2019 Next of Kin/Family Member Satisfaction Survey (Headstones/Markers/Medallions and Presidential Memorial Certificates)



VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled.

The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington DC 20420. SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

Marking Instructions

The survey will take about 20 minutes to complete.

Please read each question carefully and respond by filling in the circle of the response that most closely represents your opinion.

Correct Mark



Incorrect Marks



- Use pencil or pen. Make heavy dark marks that fill the circles completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer circle for each question unless it tells you to "mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

**If you have any questions or concerns, please call the Survey Help desk at:
(888) 208-8237**



< MasterID >

NATIONAL CEMETERY ADMINISTRATION
295126-2

- 1 -

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

<p>1. How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)</p> <p><input type="radio"/> Learned from Veteran/family member</p> <p><input type="radio"/> Learned from Funeral Director</p> <p><input type="radio"/> Learned from Cemetery Representative</p> <p><input type="radio"/> Learned from VA employee</p> <p><input type="radio"/> My own research</p> <p><input type="radio"/> Other (specify) _____</p> <p>2. What type of headstone, marker, or medallion did you order?</p> <p><input type="radio"/> Bronze (metal plate) → Go To #5</p> <p><input type="radio"/> Stone (granite or marble) → Go To #5</p> <p><input type="radio"/> Bronze Medallion</p> <p>3. Did you have any problems while affixing the Bronze Medallion to the headstone or markers?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No → Go To #5</p> <p><input type="radio"/> Have not affixed medallion yet → Go To #5</p> <p>4. Please explain the difficulty you faced in affixing the medallion to a headstone or marker.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>5. Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)</p> <p><input type="radio"/> Family member</p> <p><input type="radio"/> Funeral Director</p> <p><input type="radio"/> Cemetery Representative</p> <p><input type="radio"/> VA employee</p> <p><input type="radio"/> Other (specify) _____</p> <p><input type="radio"/> No one</p>	<p>6. How did you order the headstone, marker, or medallion? (Mark only one)</p> <p><input type="radio"/> Via the mail</p> <p><input type="radio"/> Via fax</p> <p><input type="radio"/> Via the Funeral Director</p> <p><input type="radio"/> Other (specify) _____</p> <p>7. How satisfied were you with the process you used to order the headstone, marker, or medallion?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p> <p>8. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?</p> <p><input type="radio"/> Yes</p> <p><input type="radio"/> No → Go To #12</p> <p><input type="radio"/> Don't Know</p> <p>9. Did you speak with an National Cemetery Administration (NCA) Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?</p> <p><input type="radio"/> Spoke with an NCA Customer Service representative initially</p> <p><input type="radio"/> Transferred to NCA</p> <p><input type="radio"/> Don't know</p> <p>10. Why did you call NCA? (Mark all that apply)</p> <p><input type="radio"/> To check on the status of an order</p> <p><input type="radio"/> To get help with ordering a marker</p> <p><input type="radio"/> To file a complaint about a marker</p> <p><input type="radio"/> Other (specify) _____</p> <p>11. How satisfied were you with the service you received from the NCA Customer Service representative?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p>
---	---

< MasterID > - 2 -

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

<p>12. Did you visit the VA website for information about ordering the headstone, marker, or medallion?</p> <p><input type="radio"/> Yes <input type="radio"/> No → Go To #15</p> <p>13. What type of information were you looking for on VA's website? (Mark all that apply)</p> <p><input type="radio"/> How to order a headstone/marker/medallion <input type="radio"/> Download an order form <input type="radio"/> Find information on documentation needed <input type="radio"/> Find information on the Presidential Memorial Certificate Program <input type="radio"/> Find out what could go on the headstone/marker/medallion <input type="radio"/> Other (specify) _____</p> <p>14. How satisfied were you with the ease of finding the information you were looking for on VA's website?</p> <p><input type="radio"/> Very satisfied <input type="radio"/> Somewhat satisfied <input type="radio"/> Neither satisfied nor dissatisfied <input type="radio"/> Somewhat dissatisfied <input type="radio"/> Very dissatisfied</p> <p>15. When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion:</p> <table style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 80%;"></th> <th style="width: 10%; text-align: center;">Yes</th> <th style="width: 10%; text-align: center;">No</th> <th style="width: 10%; text-align: center;">Don't Know</th> </tr> </thead> <tbody> <tr><td>An inscription</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Birth date/Date of death</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Highest rank attained</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>War service</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Emblem of belief</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Valor Awards</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Terms of endearment</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Nicknames</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Civilian credentials (i.e., Doctor)</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Special unit designations</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> <tr><td>Other military credentials</td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td><td style="text-align: center;"><input type="radio"/></td></tr> </tbody> </table>		Yes	No	Don't Know	An inscription	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Birth date/Date of death	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Highest rank attained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	War service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Emblem of belief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Valor Awards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Terms of endearment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Nicknames	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Civilian credentials (i.e., Doctor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Special unit designations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Other military credentials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<p>16. If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply)</p> <p><input type="radio"/> I read it on the application <input type="radio"/> I looked it up on the VA website <input type="radio"/> I was informed by the Funeral Director <input type="radio"/> I was informed by a VA employee <input type="radio"/> Other (specify) _____ <input type="radio"/> I was not aware</p> <p>17. About how long after ordering the headstone, marker, or medallion did it arrive?</p> <p><input type="radio"/> Less than 1 month <input type="radio"/> Between 1 and 2 months <input type="radio"/> Between 2 and 3 months <input type="radio"/> Between 3 and 4 months <input type="radio"/> More than 4 months <input type="radio"/> Don't know</p> <p>18. How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?</p> <p><input type="radio"/> Very satisfied <input type="radio"/> Somewhat satisfied <input type="radio"/> Neither satisfied nor dissatisfied <input type="radio"/> Somewhat dissatisfied <input type="radio"/> Very dissatisfied</p> <p>19. How would you have preferred to be notified about the delivery status of your headstone, marker, or medallion?</p> <p><input type="radio"/> Postcard <input type="radio"/> E-mail <input type="radio"/> Letter <input type="radio"/> Other (specify) _____ <input type="radio"/> I don't care to be notified</p> <p>20. Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the headstone, marker, or medallion I received from the VA was excellent.</p> <p><input type="radio"/> Strongly agree <input type="radio"/> Agree <input type="radio"/> Neither agree nor disagree <input type="radio"/> Disagree <input type="radio"/> Strongly disagree</p>
	Yes	No	Don't Know																																														
An inscription	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Birth date/Date of death	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Highest rank attained	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
War service	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Emblem of belief	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Valor Awards	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Terms of endearment	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Nicknames	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Civilian credentials (i.e., Doctor)	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Special unit designations	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														
Other military credentials	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>																																														

Appendix B: Methodology and Survey Instruments

<p style="margin: 0;"><i>SEE MARKING INSTRUCTIONS ON THE COVER.</i></p> <p style="margin: 0; text-align: center;"> Correct Mark <input type="radio"/> <input type="radio"/> <input checked="" type="radio"/> <input type="radio"/> <input type="radio"/> Incorrect Marks <input checked="" type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> </p>	
<p>29. What was the gender of your loved one? <input type="radio"/> Female <input type="radio"/> Male</p> <p>30. Was your loved one Hispanic or Latino? <input type="radio"/> Yes <input type="radio"/> No</p> <p>31. What was the race of your loved one? <i>(Mark one or more)</i> <input type="radio"/> White <input type="radio"/> Black or African American <input type="radio"/> American Indian or Alaska Native <input type="radio"/> Asian <input type="radio"/> Native Hawaiian or other Pacific Islander</p> <p>32. Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)? <input type="radio"/> Yes <input type="radio"/> No → Go To #36</p>	<p>33. Which of the following war eras did you serve in? <i>(Mark all that apply)</i> <input type="radio"/> World War II <input type="radio"/> Korean War <input type="radio"/> Vietnam War <input type="radio"/> Gulf War <input type="radio"/> Operation Enduring Freedom (OEF) <input type="radio"/> Operation Iraqi Freedom (OIF) <input type="radio"/> Operation New Dawn</p> <p>34. Was your loved one your spouse? <input type="radio"/> Yes <input type="radio"/> No → Go To #36</p> <p>35. Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/ medallion benefits? <input type="radio"/> Yes <input type="radio"/> No</p> <p>36. What is your gender? <input type="radio"/> Male <input type="radio"/> Female</p> <p>37. In what year were you born? _____</p>
<p>38. Do you have any additional comments concerning how the VA Memorial Products Service could improve its services and programs? If your comment is in response to a specific question, please reference the question number.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p><i>Note: If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):</i></p> <p>_____</p> <p style="text-align: center;">Thank you very much for taking the time to complete this questionnaire.</p> <p>PLEASE mail this completed questionnaire in the enclosed pre-paid envelope as soon as possible. If you misplaced the pre-paid envelope, you may mail the completed survey to the following address using your own envelope:</p> <p style="text-align: center;"> DEPARTMENT OF VETERANS AFFAIRS VA NCA CUSTOMER SATISFACTION SURVEY PO BOX 510570 LIVONIA, MI 48151 </p> <p>If you have any questions about this research, please contact the Help Desk at: (888) 208-8237.</p>	

Appendix B: Methodology and Survey Instruments

OMB Control Number 2900-0571
Estimated Completion Time: 20-30 Minutes

U.S. DEPARTMENT OF VETERANS AFFAIRS NATIONAL CEMETERY ADMINISTRATION

2019 FUNERAL DIRECTOR SATISFACTION SURVEY (National Cemeteries, VA Memorial Products, and State/Tribal Veterans Cemeteries)



VA may not conduct, sponsor, or require the respondent to respond to this collection of information unless it displays a valid OMB Control Number. All responses to this collection are voluntary. Public reporting burden for this collection of information is estimated to average 20 minutes per response, including the time necessary for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information. The information collected is intended to be used in making improvements in services within the National Cemetery Administration of the Department of Veterans Affairs and for associated administrative purposes. Failure to furnish the requested information will have no adverse effect on any VA benefit to which you may be entitled.

The information you supply will be confidential and protected by the Privacy Act of 1974 (5 U.S.C. 522a) and the VA's confidentiality statute (38 U.S.C. 5701) as implemented by 38 CFR 1.526(a) and 38 CFR 1.576(b). Disclosure of information involves releases of statistical data and other non-identifying data for the improvement of services within the National Cemetery Administration and for associated administrative purposes. Please send any comments regarding this burden estimate or any other aspect of this collection, including suggestions for reducing this burden, to VA Clearance Officer (005G2), 810 Vermont Ave., NW, Washington DC 20420. SEND COMMENTS ONLY. DO NOT SEND THIS FORM OR REQUESTS FOR BENEFITS TO THIS ADDRESS.

Marking Instructions

The survey will take about 20-30 minutes to complete.

Please read each question carefully and respond by filling in the circle of the response that most closely represents your opinion.

- Use pencil or pen. Make heavy dark marks that fill the circles completely. If you wish to change an answer, erase cleanly (pencil) or put an "X" over the incorrect response (pen).
- Fill in one answer circle for each question unless it tells you to "mark all that apply."
- When you are finished, please place the questionnaire in the enclosed postage-paid envelope and put it in the mail.

Correct Mark



Incorrect Marks



If you have any questions or concerns, please call the Survey Help Desk at:
888-208-8237



< MasterID >

NATIONAL CEMETERY ADMINISTRATION
295128-2

- 1 -

Appendix B: Methodology and Survey Instruments

MEMORIAL PRODUCTS SERVICE SATISFACTION SURVEY

IMPORTANT – PLEASE ANSWER BEFORE PROCEEDING: Has your funeral home ordered NCA memorial products (headstones, markers, medallions, niche covers, or Presidential Memorial Certificates) within the past 12 months?

- Yes -> Go to Question 1
 No -> Go to the State or Tribal Veterans Cemeteries Satisfaction Survey on Page 8

1. On average, about how many VA headstones, markers, and medallions do you/your company order in a year?

- Less than 10
 11 to 25
 26 to 40
 More than 40

2. Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)

- Flat Bronze
 Flat Marble/Granite
 Bronze Niche
 Upright Marble/Granite
 Bronze Medallion

3. How do you typically order VA headstones, markers, or medallions? (Mark all that apply)

- Via the mail (to National VA)
 Via fax (to National VA)
 Via the local VA office
 Other (specify): _____

4. How satisfied are you with the process you typically used to order headstones, markers, and medallions?

- Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

5. Did you call the NCA Applicant Assistance number (1-800-697-6947) for assistance with a headstone, marker, or medallion?

- Yes
 No -> Go to #9
 Don't Know

6. Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative?

- Spoke with an NCA Customer Service representative initially
 Transferred to NCA
 Don't know

7. Why did you call NCA? (Mark all that apply)

- To check on the status of an order
 To get help with ordering a marker
 To file a complaint about a marker
 Other (specify): _____

8. How satisfied were you with the service you received from the NCA Customer Service representative?

- Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

9. Have you visited the VA website for information about ordering the headstone, marker, or medallion?

Yes
 No -> Go to #12

10. What type of information were you looking for on VA's website? (Mark all that apply)

How to order a headstone/marker/medallion
 Download an order form
 Find information on documentation needed
 Find information on the Presidential Memorial Certificate Program
 Find out what could go on the marker
 Other (specify): _____

11. How satisfied were you with the ease of finding the information you were looking for on VA's website?

Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

12. When completing an application for a VA headstone, marker, or medallion, do you typically: (Mark only one)

Complete and send to the VA
 Complete and confirm information with family member's review and signature
 Partially complete and give to family member for finalization
 Other (specify): _____

13. Are you aware of the following requirements:

Memorial product orders require the signature from the next of kin or written delegation of representation.

Yes No

Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime and/or Tier 3 sex offense?

Yes No

14. About how long after ordering the headstone, marker, or medallion did it arrive?

Less than 1 month
 Between 1 and 2 months
 Between 2 and 3 months
 Between 3 and 4 months
 More than 4 months
 Don't Know

15. How satisfied are you with the amount of time it takes to receive VA markers?

Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

16. Have you/your company ever had problems with a delivered headstone, marker, or medallion?

Yes No -> Go To #20

17. About what percentage of the markers that you receive have problems?

Less than 1%
 1% to 5%
 6% to 10%
 More than 10%

18. What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)

Broken/chipped headstones/markers
 Typographical error(s)
 Wrong information/symbol
 Discoloration
 Wrong type of headstone or marker
 Other (specify): _____

19. How satisfied are you with the timeliness in which problems have been corrected?

Very satisfied
 Somewhat satisfied
 Neither satisfied nor dissatisfied
 Somewhat dissatisfied
 Very dissatisfied

< MasterID > - 6 -

Appendix B: Methodology and Survey Instruments

SEE MARKING INSTRUCTIONS ON THE COVER. Correct Mark Incorrect Marks

<p>20. Generally, how would you rate the quality of the VA headstones or markers received compared to those received in previous years in the following areas?</p> <table style="margin-left: auto; margin-right: auto; text-align: center;"> <tr> <td></td> <td style="writing-mode: vertical-rl; transform: rotate(180deg);">Excellent</td> <td style="writing-mode: vertical-rl; transform: rotate(180deg);">Above average</td> <td style="writing-mode: vertical-rl; transform: rotate(180deg);">Average</td> <td style="writing-mode: vertical-rl; transform: rotate(180deg);">Below average</td> <td style="writing-mode: vertical-rl; transform: rotate(180deg);">Extremely poor</td> </tr> </table> <p>Cut..... <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p>Polish..... <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p>Color..... <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p>Finish..... <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p>Depth of the inscription (Stone only)..... <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/> <input type="radio"/></p> <p>21. Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the headstone, marker, or medallion I received from the VA was excellent.</p> <p><input type="radio"/> Strongly agree</p> <p><input type="radio"/> Agree</p> <p><input type="radio"/> Neither agree nor disagree</p> <p><input type="radio"/> Disagree</p> <p><input type="radio"/> Strongly disagree</p>		Excellent	Above average	Average	Below average	Extremely poor	<p>22. Are you aware of the Presidential Memorial Certificate (PMC) Program?</p> <p><input type="radio"/> Yes <input type="radio"/> No → Go To #25</p> <p><i>For information about the Presidential Memorial Certificate, or to order more copies, please visit our web page at www.cem.va.gov/pmc.asp.</i></p> <p>23. Do you typically inform your clients about the program?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p>24. Do you typically order the certificate(s) for your client?</p> <p><input type="radio"/> Yes <input type="radio"/> No</p> <p>25. Overall, how satisfied were you with your experiences with these VA memorial products and services?</p> <p><input type="radio"/> Very satisfied</p> <p><input type="radio"/> Somewhat satisfied</p> <p><input type="radio"/> Neither satisfied nor dissatisfied</p> <p><input type="radio"/> Somewhat dissatisfied</p> <p><input type="radio"/> Very dissatisfied</p>
	Excellent	Above average	Average	Below average	Extremely poor		
<p>26. Do you have any additional comments concerning how the VA Memorial Products Service could improve its services and programs? If your comment is in response to a specific question, please reference the question number.</p> <p>_____</p> <p>_____</p> <p>_____</p> <p>Note: <i>If you would like to be contacted by the cemetery, please write your name and contact information (address or telephone number):</i></p> <p>_____</p>							

Appendix C: Users Guide

SECTION DESCRIPTION

- This section presents an explanation of how to understand and interpret the graphs and tables used in this report:
 - Stacked bar graphs and data tables are used to illustrate the results of survey items with a continuous response scale (e.g., “strongly agree” to “strongly disagree”).
 - Standard bar graphs are used to illustrate the results of survey items with a nominal response scale (i.e., categorical responses).

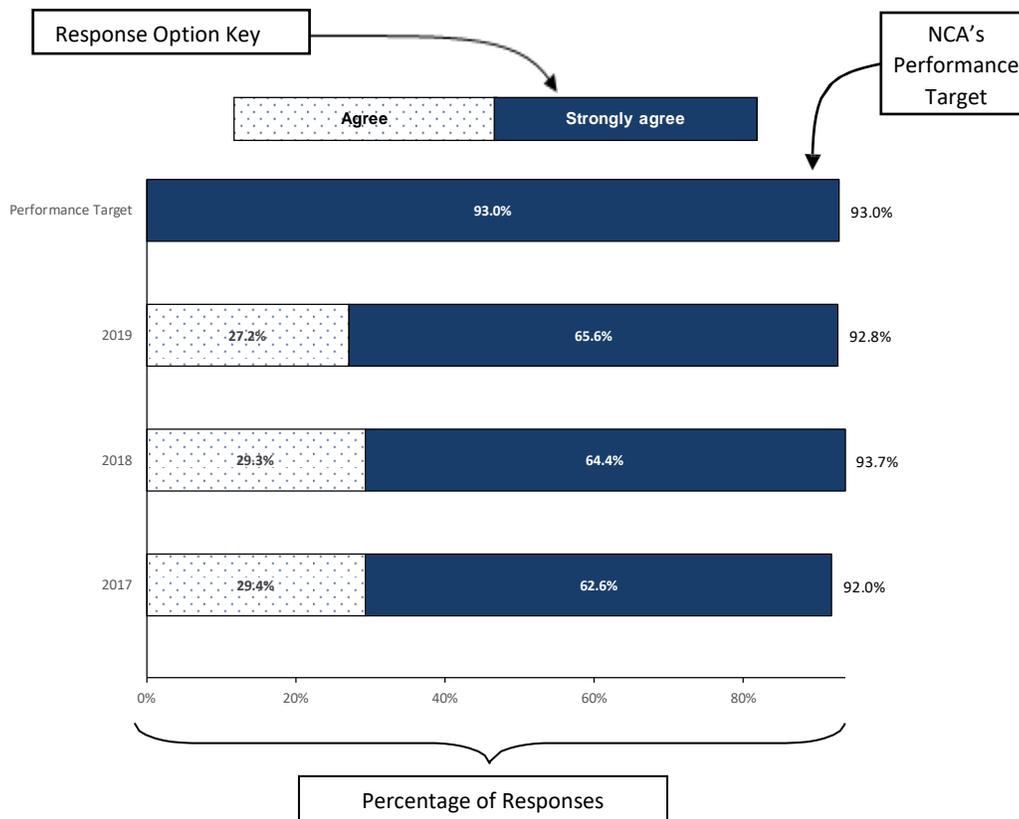
Appendix C: Users Guide

Question Numbers

Questions that were asked of both funeral directors and next of kin are presented together in All Respondents graphs followed by the sample type's respective graph. When presented together, the first number presented for the question is the question number for next of kin, and the second is the question number for funeral directors.

Stacked Bar Graphs

Stacked bar graphs are used in this report to illustrate the results of survey items with a continuous response scale (e.g., "strongly agree" to "strongly disagree"). The graphs depict the frequency of positive responses to an item, while maintaining the distinction between the degree of endorsement (e.g., "agree" and "strongly agree"). In each stacked bar graph, the percentage of participants responding positively to the item is depicted across all NCA survey participants. Neutral and negative response options are not depicted. A sample stacked bar graph is presented below with labels to aid in interpretation of the graph.



Appendix C: Users Guide

Survey years are located to left of the graph. When data are available, the graph will display data from the current year and the previous two years. A response option key is located at the top of the graph.

This key lists the positive response options to the item (e.g., “agree” and “strongly agree”) and depicts the type of shading for each of the two response options. Although the specific response options differ by item, moderate endorsement of the item is always indicated by the patterned section of the bar, while strong endorsement is always indicated by solid shading of the bar. The total length of the bar represents the percentage of participants who responded positively to the item (i.e., the sum of both moderate and strong positive responses). For example, in the above graph 27.2% of all respondents selected “agree” in 2019 and 65.6% selected “strongly agree”, so in total, 92.8% of participants responded positively to this item.

When an NCA performance target exists for an item, the performance target is presented just below the response option key. This is meant to aid with the comparison between NCA’s performance target on the item and the actual satisfaction survey data. Note that performance targets exist for only a subset of the items on the survey; thus, all stacked bar graphs do not depict a performance target.

Data Tables

Accompanying each stacked bar graph is a data table that presents detailed item-level results for the current year and the previous year (when available). The total number of respondents (n) and the percentage of respondents selecting each possible response option are provided.

	Year	n	Strongly agree	*Change Score	Agree	Neither agree nor disagree	Disagree	Strongly Disagree
NCA	2019	4974	65.6%	1.2%	27.2%	5.7%	0.8%	0.7%
	2018	4806	64.4%	1.8%	29.3%	5.1%	0.8%	0.4%
	2017	2467	62.6%	3.4%	29.4%	6.9%	0.7%	0.4%

*The change scores represent the difference between the “Strongly agree” categories for the row year and the previous year.

Change scores represent the difference between the percentages of participants selecting the most positive response option (e.g., “strongly agree,” “very satisfied”) for the row year versus the previous year. For example, in the above table 65.6% of respondents selected “strongly agree” in 2019, while 64.4% selected this option in 2018. The change score was calculated as follows: 65.6% - 64.4% = 1.2%. Although 2016 data are not presented in the table, the 2017

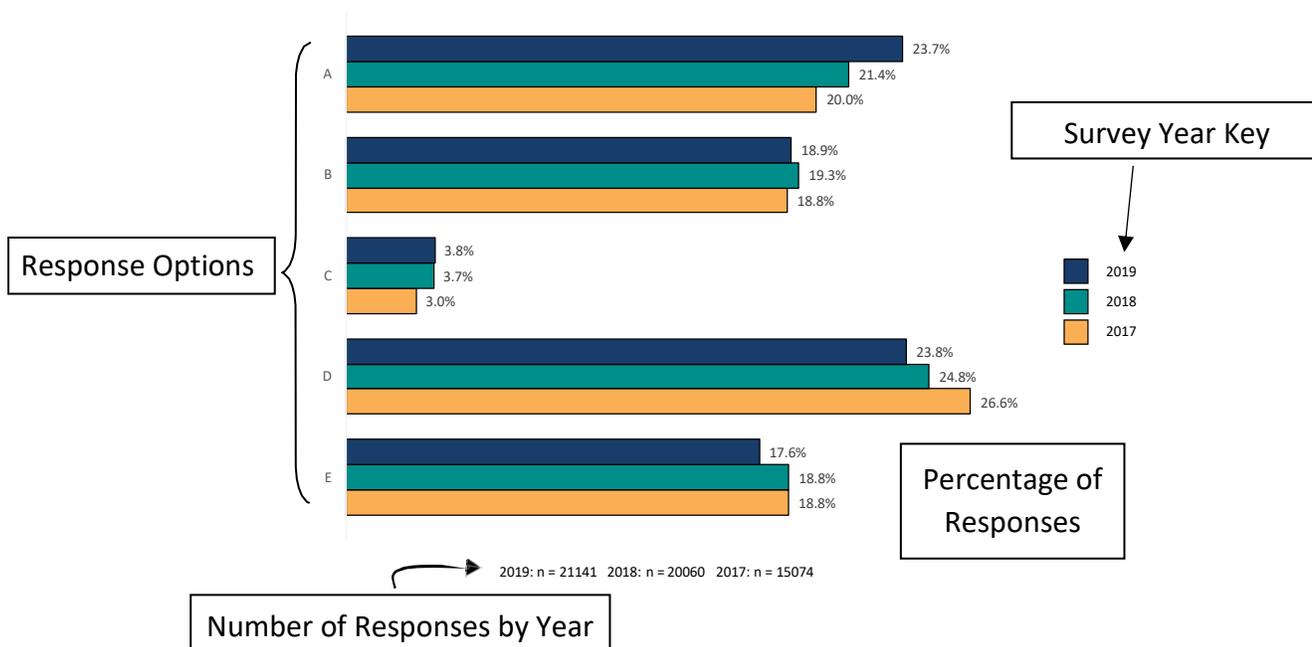
Appendix C: Users Guide

change score represents the difference between the percentage of respondents selecting “strongly agree” in 2017 and in 2016.

Positive change scores indicate an improvement since the previous year, while negative change scores indicate a decline in the percentage of participants who selected the most positive response option.

Standard Bar Graphs

While stacked bar graphs are used for all items that are assessed on a continuous scale (e.g., “strongly agree” to “strongly disagree”), standard bar graphs are used for all items assessed on a nominal scale (i.e., categorical responses such as relation to the deceased or types of communication).



Standard bar graphs list all possible response options along the vertical axis. If available, data are presented for the current year and the two previous years. The color to designate each year’s data is presented in the survey year key. In the above example, 2019 data are represented by the top blue bars, 2018 data are represented by the middle green bars, and 2017 data are represented by the bottom yellow bars. Thus, 23.7% of respondents selected

Appendix C: Users Guide

option A in 2019, 21.4% selected A in 2018, and 20.0% selected A in 2017.

The graph above depicts an example item in which respondents could select only one option, so that for each year, data will sum to approximately 100% across the possible response options (the total may vary slightly due to rounding).

Items on which respondents were instructed to “mark all that apply” may also be depicted with standard bar graphs, but percentages may not sum to 100. Despite this difference, the graphs can be interpreted in the same manner.

Data tables are not provided for these items because the standard bar graphs depict the full range of response options, unlike the stacked bar graphs that present only the positive response options.

Since a data table is not provided, the total number of respondents for each of the three years is presented at the bottom of the graph.

Appendix D: Question Locator

SECTION DESCRIPTION

- Appendix D provides a reference chart that lists each survey item and the corresponding report page number where its survey data can be found.

Appendix D: Question Locator

Questions for All Participants

Question #		Question Text	Report Page #
NK	FD		
7	4	How satisfied were you with the process you used to order the headstone(s), marker(s), or medallion(s)?	13-15
8	5	Did you call the NCA Applicant Assistance number (1-800-697- 6947) for assistance with a headstone, marker, or medallion?	54-56
9	6	Did you speak with an NCA Customer Service representative initially, or were you transferred to NCA by a VA Customer Service representative? (Mark only one)	60-62
10	7	Why did you call NCA? (Mark all that apply)	57-59
11	8	How satisfied were you with the service you received from the NCA Customer Service representative?	16-18
12	9	Did you visit the VA website for information about ordering the headstone, marker, or medallion?	47-49
13	10	What type of information were you looking for on VA's website? (Mark all that apply)	50-52
14	11	How satisfied were you with the ease of finding the information you were looking for on VA's website?	19-21
17	14	About how long after ordering the headstone, marker, or medallion did it arrive?	30-32
18	15	How satisfied were you with the amount of time it took to receive the headstone, marker, or medallion?	22-24
20	21	Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct inscription spelling, etc.) of the headstone, marker, or medallion I received from the VA was excellent.	9-11
23	25	Overall, how satisfied were you with your experiences with the VA Memorial Products Service products and services?	26-28

Appendix D: Question Locator

Questions for Next of Kin (Questions: 1 – 28)

Question #	Question Text	Report Page #
1	How did you learn about the headstone, marker, or medallion benefit provided by the VA? (Mark all that apply)	35
2	What type of headstone, marker, or medallion did you order?	37
3	Did you have any problems while affixing the Bronze Medallion to the headstone or markers?	38
5	Who helped you with ordering the headstone/marker/medallion? (Mark all that apply)	36
6	How did you order the headstone, marker, or medallion? (Mark only one)	33
15	When you were applying for the headstone, marker, or medallion, were you aware that the following items could be added to the headstone, marker, or medallion:	39
16	If you were aware of the availability of an inscription, how did you learn about what could be included in the inscription? (Mark all that apply).	40
19	How would you have preferred to be notified about the delivery status of your headstone, marker or medallion?	41
21	Did you order and/or receive a Presidential Memorial Certificate (PMC)?	77
22	Please indicate your level of agreement with the following statement: The overall quality (i.e., craftsmanship, not damaged, correct spelling, etc.) of the Presidential Memorial Certificate (PMC) I received from the VA was excellent.	12
24	Were you required to pay any fees regarding your government headstone, marker or medallion?	78
25	Were you required to pay any fees regarding your government headstone, marker or medallion?	79
26	If you ordered a Granite/Marble headstone or marker, what amount were you required to pay?	80
27	If you ordered a Bronze Medallion, what amount were you required to pay?	81
28	Was there a delay in the placement of the headstone, marker or medallion because of a difficulty to pay the setting fee?	82

Appendix D: Question Locator

Questions for Next of Kin (Questions: 29 – 37)

Question #	Question Text	Report Page #
29	What was the gender of your loved one?	A-2
30	Was your loved one Hispanic or Latino?	A-3
31	What was the race of your loved one?	A-4
32	Are you a Veteran (served on active duty in the U.S. Armed Forces, either in the regular military or a National Guard or Reserve Unit)?	A-5
33	Which of the following war eras did you serve in? (Mark all that apply)	A-6
34	Was your loved one your spouse?	A-9
35	Are you aware that Veterans who are married to Veterans are entitled to individual gravesite headstone/marker/medallion benefits?	A-7
36	What is your gender?	A-8
37	In what year were you born?	A-10

Appendix D: Question Locator

Questions for Funeral Directors (Questions: 1 - 22)

Question #	Question Text	Report Page #
1	On average, about how many VA headstones, markers, and medallions do you/your company order in a year?	42
2	Please indicate the type/types of VA headstones/markers/medallions you/your company ordered. (Mark all that apply)	43
3	How do you typically order VA headstones, markers, or medallions? (Mark all that apply)	34
12	When completing an application for a VA headstone, marker, or medallion, do you typically: (Mark only one)	44
13	Are you aware of the following requirements: <ul style="list-style-type: none"> - Memorial product orders require the signature from the next of kin or written delegation of representation. - Certification that the Veteran for whom the headstone, marker, or medallion is intended has not committed a capital crime and/or Tier 3 sex offense. 	45
16	Have you/your company ever had problems with a delivered headstone, marker, or medallion?	70
17	About what percentage of the markers that you receive have problems?	71
18	What types of problems have you experienced with VA furnished headstones and markers? (Mark all that apply)	72
19	How satisfied are you with the timeliness in which problems have been corrected?	25
20a	How would you rate the cut of the VA headstones or markers received compared to those in previous years?	64
20b	How would you rate the polish of the VA headstones or markers received compared to those in previous years?	65
20c	How would you rate the color of the VA headstones or markers received compared to those in previous years?	66
20d	How would you rate the finish of the stone of the VA headstones or markers received compared to those in previous years?	67
20e	How would you rate the depth of inscription (stone only) of the VA headstones or markers received compared to those in previous years?	68
22	Are you aware of the Presidential Memorial Certificate (PMC) Program?	74

Appendix D: Question Locator

Questions for Funeral Directors (Questions: 23 – 24)

Question #	Question Text	Report Page #
23	Do you typically inform your clients about the program?	75
24	Do you typically order the certificate(s) for your client?	76

Appendix E: Response Rates

SECTION DESCRIPTION

- This appendix provides detailed information about the response rates for next of kin and funeral directors in the National Cemetery Administration's 2019 Memorial Products Service Survey of Satisfaction.

Appendix E: Response Rates

National Response Rates

Nationally, the survey yielded a response rate of 27.92% (46.77% for next of kin and 17.92% for funeral directors).

The response rate is calculated by dividing the number of completed questionnaires by the number of eligible questionnaires.

Eligible questionnaires were those that were returned completed and those that were not returned. Ineligible questionnaires were those that were returned undeliverable.

The table below presents information about the overall response rates for the next of kin and funeral director surveys.

Survey Response Rates			
	Next of Kin	Funeral Directors	Total
Total Sample	6745	12610	19355
Undeliverable	309	472	781
Total Eligible Questionnaires	6436	12138	18574
Total Returned Surveys	3010	2175	5185
English Surveys Returned	2722	2156	4878
Spanish Surveys Returned	288	19	307
Total Response Rate (Returned/Eligible)	46.77%	17.92%	27.92%

Appendix E: Response Rates

The tables below present survey returns by quarter and completion method.

Survey Returns by Quarter				
	Quarter 1	Quarter 2	Quarter 3	Quarter 4
Sample	1614	1758	1729	1644
Undeliverable	63	69	98	79
Eligible Questionnaires	1551	1689	1631	1565
Returned Surveys	656	822	828	704
Response Rate	42.30%	48.67%	50.77%	44.98%

Survey Returns by Web and Mail					
		Next of Kin		Funeral Directors	
Web Completes	English	122	4.05%	279	12.83%
	Spanish	12	0.40%	3	0.14%
	Total	134	4.45%	282	12.97%
Paper Completes	English	2600	86.38%	1877	86.30%
	Spanish	276	9.17%	16	0.74%
	Total	2876	95.55%	1893	87.03%
Total Returned Surveys		3010	100.00%	2175	100.00%

Appendix E: Response Rates

Survey Responses Inclusion

Returned surveys that did not contain answers to any of the 29 single response survey questions on the next of kin survey or any of the 21 single response survey questions on the funeral director survey were removed. In total, 7 next of kin and 35 funeral director surveys were removed.

Survey IDs for completed online surveys that could not be matched to an ID in the sample file were removed for next of kin. In total, 2 next of kin surveys were removed.